

For Immediate Release

Top Management Change

Tokyo (December 13, 2019) - Bridgestone Corporation (the “Company”) announced that its Board of Directors today approved the following proposal relating to the change in Global CEO position and responsibility as follows.

	Current	New
CEO and Representative Executive Officer (G-CEO)	Masaaki TSUYA	Shuichi ISHIBASHI

The above change is subject to approval at Board of Directors meeting to be held after the Company's annual shareholders' meeting in March 2020.

Shuichi ISHIBASHI joined the Company in 1977. He has great experience of all of the tire and diversified products business in the United States and Japan. After 2012, he has developed new business model globally for solution business and original equipment business, and has broadened his responsibilities in which include strategy planning, technology, quality management and corporate administration in the Company.

Shuichi ISHIBASHI

Representative Executive Officer

Born: January 19, 1954

Education: Shizuoka University B.A. (Law & Economics)

1977 Joined Bridgestone Tire Co., Ltd. (currently Bridgestone Corporation)

1989 Seconded to Firestone Tire and Rubber Company

1990 Director, Seconded to Bridgestone/Firestone, Inc.

1995 Executive Director, Seconded to Bridgestone/Firestone, Inc.

1997 Vice President, Seconded to Bridgestone/Firestone, Inc.

2000 Executive Vice President and Member of the Board, Seconded to Bridgestone/Firestone, Inc.

2003 Return to Japan

2005 Vice President and Officer

2012 Vice President and Senior Officer
 2014 Senior Vice President
 2016 Executive Vice President and Executive Officer
 2019 Vice Chair and Representative Executive Officer
 2020 CEO and Representative Executive Officer*

*Subject to approval of Board of Directors meeting to be held in March 2020

The Company's Board of Directors also approved today the following changes in positions and responsibilities of Executive Officers as of January 1, 2020.

Name	Former	New
Shuichi ISHIBASHI	Vice Chair and Representative Executive Officer, G-Chief Solution Officer (G-CSLO) Responsible for G Solution Strategy; Concurrently responsible for G Original Equipment and Bridgestone T&DPaaS Strategy G-EXCO Member	Vice Chair and Representative Executive Officer, G-Chief Solution Officer (G-CSLO) Responsible for G Solution Strategy G-EXCO Member
Masahiro HIGASHI	Senior Vice President and Executive Officer Responsible for G-MAA Solutions and GBE G-EXCO Member	Vice Chair and Representative Executive Officer, Responsible for G-MAA Solutions, GBE, Finance and Human Resources Concurrently responsible for G Original Equipment Strategy G-EXCO Member

*G-CSLO (Global Chief Solution Officer)

*G-MAA (Global Mining, Aircraft, Agriculture)

*GBE (Global Business Enhancement)

Masahiro HIGASHI

Representative Executive Officer

Born: February 11, 1961

Education: The University of Tokyo B.A. (Law)

1985 Joined Bridgestone Corporation

1999 Seconded to Bridgestone/Firestone, Inc.

2008 Seconded to Thai Bridgestone Co., Ltd.

2011 Director, Executive Administration Office

2013 Vice President and Officer, Advanced Business Planning

2014 Vice President and Officer, Consumer Products Global Marketing Strategy and Motorsport

2016 Vice President and Officer, CSR, Environment and Quality Management Planning

- 2017 Vice President and Senior Officer, Responsible for Diversified Products Business
- 2019 Senior Vice President and Executive Officer
Responsible for MAA (Mining, Aircraft, Agriculture) & Diversified Products Solutions Business
- 2019 Senior Vice President and Executive Officer
Responsible for G-MAA (Mining, Aircraft, Agriculture) Solutions and GBE (Global Business Enhancement)
- 2020 Vice Chair and Representative Executive Officer,
Responsible for G-MAA (Mining, Aircraft, Agriculture) Solutions, GBE (Global Business Enhancement) , Finance and Human Resources
Concurrently responsible for G Original Equipment Strategy

About Bridgestone Corporation:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.