

For Immediate Release

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## Top Management Changes

**Tokyo (May 11, 2020)** – Bridgestone Corporation today announced the following changes in positions and responsibilities of Executive Officers.

### 1. Retiring Member of Executive Officers

(Effective July 1, 2020)

Name	New	Former
<b>Akihiro</b>	Member of the Board	Member of the Board
<b>ETO<sup>*1</sup></b>	BSEMIA <sup>*2</sup> Supervisory Board Chair	President COO and Representative Executive Officer Concurrently responsible for BSJP

\*1 Akihiro ETO is retiring from the position of Representative Executive Officer on June 30, 2020

\*2 BSEMIA : Europe, Russia, Middle East, India and Africa SBU (Strategic Business Unit)

### 2. Changing Positions and Responsibilities of Executive Officers

(Effective July 1, 2020)

Name	New	Former
<b>Masahiro</b>	Global COO	Vice Chair
<b>HIGASHI</b>	and Representative Executive Officer, Global CAO <sup>*3</sup> , BSJP <sup>*4</sup> CEO and President Responsible for BSJP; Concurrently responsible for Japan Tire Business	and Representative Executive Officer, G-Chief Solution Officer (G-CSLO) Responsible for G Solution Strategy, Finance and Human Resources; Concurrently responsible for G Original Equipment Strategy

\*3 CAO : Chief Administration Officer

\*4 BSJP : Japan Tire Business, Diversified Products Solutions Business,  
G-MAA(Mining, Aircraft, Agriculture) Solutions Business and Bridgestone Sports/Cycle Business  
SBU (Strategic Business Unit)

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.*