

For Immediate Release

Bridgestone Corporation
Public Relations Department
1-1, Kyobashi 3-chome
Chuo-ku, Tokyo 104-8340, Japan
Phone: +81 3-6836-3333
Fax: +81 3-6836-3184
<https://www.bridgestone.com/>

Senior Management Changes

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

1. Retiring Member of Corporate Officers

(Effective July 1, 2020)

Name	New	Former
Masahiro ISOBE*	Chairman and Representative Board Member of Bridgestone Cycle Co., Ltd. President and Representative Board Member of Bridgestone Sports Co., Ltd.	Vice President and Senior Officer Responsible for Japan Tire Business; Concurrently Chairman of Bridgestone Tire Japan Co., Ltd.

* Masahiro ISOBE is retiring from the position of Senior Officer on June 30, 2020.

2. Changing Positions and Responsibilities of Corporate Officers

(Effective July 1, 2020)

Name	New	Former
Thomas HIGGINS	Vice President and Senior Officer, Global Chief Digital Strategic Officer (Global CDSO), and Global Chief Business Strategic Officer (Global CBSO) of Bridgestone Corporation Responsible for G Digital Strategy; Concurrently responsible for G Business Strategy BSAM ^{*1} Vice Chair of the Board BSEMIA ^{*2} Supervisory Board Vice Chair BSCAP ^{*3} Chair of the Board BSJP ^{*4} Board Chair	Vice President and Senior Officer, G-Chief Digital Strategic Officer (G-CDSO), and G-Chief Business Strategic Officer (G-CBSO) of Bridgestone Corporation Responsible for G Digital Strategy; Concurrently responsible for G Business Strategy BSAM Vice Chair of the Board BSCAP Chair of the Board

Christopher NICASTRO	Vice President and Senior Officer of Bridgestone Corporation Vice President, General Counsel, Secretary and Chief Compliance Officer, Bridgestone Americas, Inc.	Vice President and Senior Officer of Bridgestone Corporation Vice President, General Counsel, Secretary and Chief Compliance Officer, Bridgestone Americas, Inc. BSEMIA Supervisory Board Chair
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*1 BSAM : Americas SBU (Strategic Business Unit)

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

*3 BSCAP : China, Asia and Pacific SBU (Strategic Business Unit)

*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)

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.

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