

For Immediate Release

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Senior Management Changes

Tokyo (November 12, 2021) — Bridgestone Corporation today announced the following changes in positions and responsibilities of Executive Officers.

1. Changing Positions and Responsibilities of Executive Officers

(Effective January 1, 2022)

Name	New	Former
Masahiro HIGASHI	Member of the Board Global COO and Representative Executive Officer, Responsible for BSJP; Concurrently responsible for BSJP Tire Solutions Business and BSJP Tire Business CEO and COO Chairman and Representative Board Member of Bridgestone Tire Solution Japan Co., Ltd.	Member of the Board Global COO and Representative Executive Officer, BSJP CEO Responsible for BSJP; Concurrently responsible for BSJP Tire Solutions Business and BSJP COO Chairman and Representative Board Member of Bridgestone Tire Solution Japan Co., Ltd.

About Bridgestone Corporation:

Bridgestone is a global leader in tires and rubber and is building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Tokyo, the company employs approximately 140,000 people globally and conducts business in more than 150 countries and territories worldwide. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.

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