

For Immediate Release

Bridgestone Corporation
Public Relations Division
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>

Bridgestone to Invest in Nasu Plant to Strengthen Implementation of Premium Business Strategy for Motorcycle Tires

- **Bridgestone Corporation will invest in the Nasu plant, Japan expanding supplying capability and strengthen the implementation of premium business strategy for motorcycle tires.**
- **Gradually expanding from 2026, annual production capacity of premium motorcycle tires to increase by approximately 90,000 units.**
- **These initiatives align with "Emotion: Committed to inspiring excitement and spreading joy to the world of mobility" of the Bridgestone E8 Commitment.**

Tokyo (August 8, 2022) —Bridgestone Corporation (Bridgestone) announced that it has decided to make an investment in the Nasu plant, Japan in order to expand supplying capability and strengthen the implementation of premium business strategy for motorcycle tires. The total investment amount is approximately 1.7 billion Japanese yen. It will be gradually expanding from 2026, planning the annual production capacity of premium motorcycle tires to increase by approximately 90,000 units. The Bridgestone Group will continue to provide "Driving Excitement" by strengthening the implementation of its premium business strategy for motorcycle tires, and these initiatives align with "Emotion: Committed to inspiring excitement and spreading joy to the world of mobility" described in a corporate commitment, the "Bridgestone E8 Commitment".^{*1}

The Bridgestone Group has continuously supported premium motorcycles with "BATTLAX", the premium motorcycle tire brand, which is a state of art Dan-Totsu product.^{*2} In terms of motor sports activities, the Group has refined technologies through participation at MotoGP™ from 2002 to 2015, while continuously supporting motor sports events such as the FIM^{*3} World Endurance Championship. 2022 FIM Endurance World Championship, The 43rd "Coca-Cola" Suzuka 8 Hours Endurance Race was held from August 4 to August 7 at Suzuka Circuit in Mie Prefecture, Japan for the first time in three years. Bridgestone has supported 19 participating teams with "BATTLAX" contributing to the achievement of the 15th straight victory of the team equipped with Bridgestone tires. Through these activities, the Group has advanced and refined technologies, while achieving the global No. 1^{*4} position for selection for original equipment in the premium segment.

Moving forward, in order to further focus on and strengthen the area of premium racing tires, the

Nasu plant, which is the global Bridgestone Group's unique manufacturing footprint of motorcycle tires, will introduce technologies fostered by experience of the Group's motorsport activities while increasing its production capacity. The manufacturing facilities in Japan as a core of the Bridgestone Group's "manufacturing mastery", take leading role of producing premium products globally that are more complex to produce for both commercial and consumer products. So far, Bridgestone has announced the installation of manufacturing equipment^{*5} dedicated to tires for mining and construction vehicles at the Shimonoseki Plant, and the expansion of production capacity^{*6} dedicated to premium products for passenger cars at four plants in Tochigi, Hikone, Hofu, and Tosu, Japan. Bridgestone has also decided to expand production capacity for motorcycle tires and further expand the premium business strategy.

By further expanding its production and supplying capability for premium motorcycle tires, the Bridgestone Group will accelerate sales of "BATTLAX" and a wide range of sustainable motorsports activities globally while continuously providing "Driving Excitement" in 10 years, 20 years, and beyond.

*1 The Bridgestone Group newly established its corporate commitment, the "Bridgestone E8 Commitment" to realize its vision: "Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company." This commitment will serve as the Group's axis to drive management while earning the trust of future generations. The "Bridgestone E8 Commitment" consists of 8 Bridgestone-like values starting with the letter "E" (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that the Group will commit to creating through Bridgestone-like "purpose" and "process," together with employees, society, its partners and customers to realize a sustainable society.

<https://www.bridgestone.com/corporate/news/2022030101.html>

*2 "Dan-Totsu" refers to Bridgestone's direction being the clear and absolute leader.

*3 International Motorcycling Federation (Fédération Internationale de Motocyclisme).

*4 large superbikes at 1000cc and above (estimated by Bridgestone)

*5 "Bridgestone Announces ¥10.2 Billion Investment In Cutting-Edge Equipment at Shimonoseki Plant" (April 16, 2021)

<https://www.bridgestone.com/corporate/news/2021041601.html>

*6 "Bridgestone Announces Expansion of Production Capacity for Premium Passenger Car Tires at Four Plants in Japan Progress of Premium Business Strategy Based on Mid Term Business Plan (2021-2023)" (February 3, 2022)

<https://www.bridgestone.com/corporate/news/2022020302.html>

About Bridgestone Corporation:

Bridgestone is a global leader in tires and rubber building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Tokyo, the company employs approximately 130,000 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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