

For Immediate Release

**Bridgestone Corporation**  
Global 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 Announces the New Global Executive Management Structure effective January 1, 2025**

**TOKYO (September 30, 2024)** — Bridgestone Corporation announces the New Global Executive Management Structure effective January 1, 2025.

Bridgestone **focuses on value creation through Genbutsu-Genba (Respect for Being On-site) approach** while striving to **improve the quality of management, working and business** in line with the Mid-Term Business Plan (2024-2026) (24MBP) announced in March 2024. Looking ahead to 2025, the Group will continue to prioritize further improvements in the quality of management, working and business, thoroughly **strengthening Dan-Totsu products** and **focusing on premium**. Additionally, Bridgestone will enhance **global business cost reduction activities** and execute **business restructuring and rebuilding (2<sup>nd</sup> Stage)**, accelerating **the establishment of strong business quality and enhancing its earning power**.

To implement these initiatives and deliver results, Bridgestone will establish a new global executive management structure effective January 1, 2025, based on the announcement titled “New Appointments to the Executive Team, effective January 1, 2025,” made on September 19, 2024. This new structure aims to further reinforce our global executive management approach, evolving into **a new and true global management structure** integrated into the 24MBP. It clearly defines **the profit & loss responsibilities** of BRIDGESTONE WEST and BRIDGESTONE EAST, as well as **the cross-functional & global optimization responsibilities in the business**.

By ensuring that each executive fulfills its roles and responsibilities on an equal positioning, we promote a management approach **committed to “execution and delivering results.”** Under this structure, we will strive to maximize the effectiveness and efficiency of the aforementioned 2025 activities, while also strengthening management and governance. This will further enhance the quality of management, working and business globally.

**1. Outline of the New Global Executive Management Structure effective January 1, 2025**

**• The four positions of the new Executive Vice President will be placed under Global CEO and discontinue the current position of Joint Global COO.**

- The four positions are: 1) BRIDGESTONE WEST CEO, 2) BRIDGESTONE EAST CEO, 3) Chief Technology Officer (CTO), and 4) Chief Administration Officer (CAO) • Chief Strategy Officer (CSO).
- BRIDGESTONE WEST CEO, BRIDGESTONE EAST CEO will be responsible for the profit & loss, while Global CTO, Global CAO•Global CSO will be responsible for the cross-functional & global optimization in the business.
- The four Executive Vice Presidents will hold equal positions to support Global CEO by bearing their responsibilities for the profit & loss and the cross-functional & global optimization in the business, strengthening management and governance, and ensuring checks and balances.

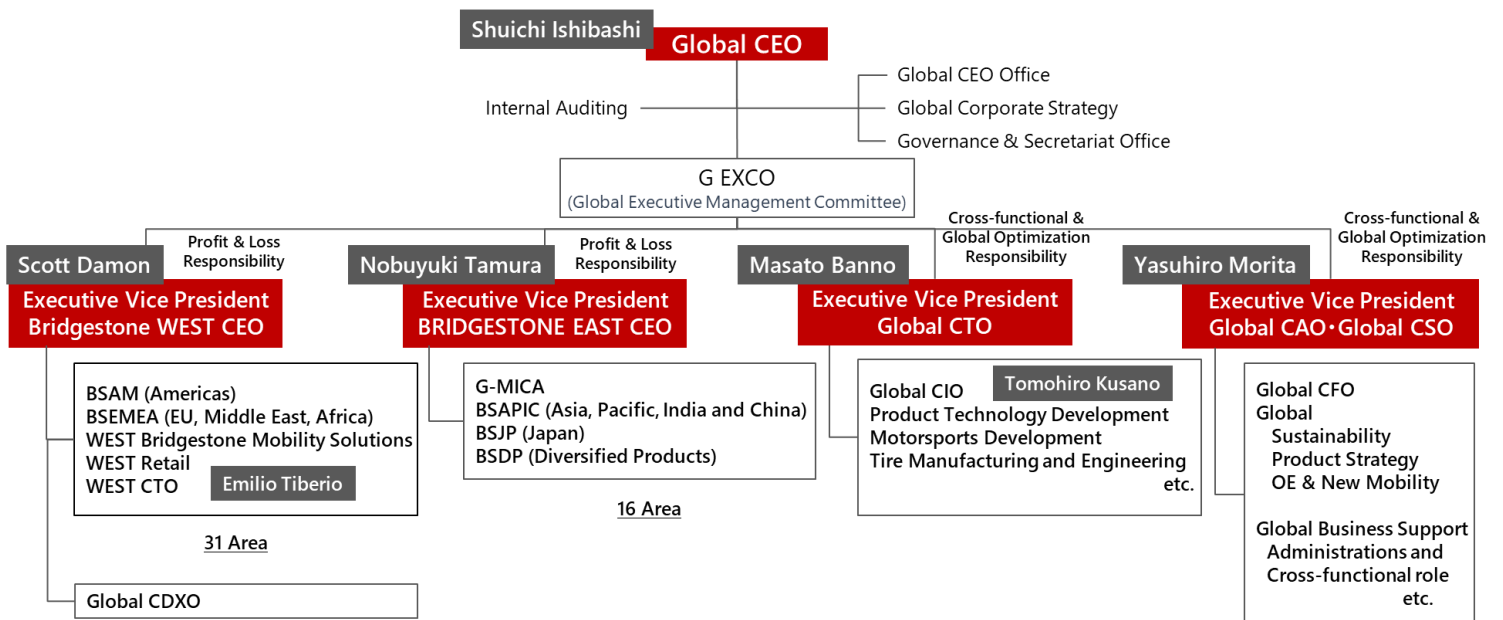
**2. Member of the Representative Executive Officers and Executive Officers in the New Global Executive Management Structure effective January 1, 2025**

Name	Title and Responsibility	
<b>Shuichi ISHIBASHI</b>	Global CEO and Representative Executive Officer	
<b>Nobuyuki TAMURA</b>	Executive Vice President and Representative Executive Officer	BRIDGESTONE EAST CEO, Concurrently G-MICA* <sup>1</sup>
<b>Scott DAMON</b>	Executive Vice President and Executive Officer	BRIDGESTONE WEST CEO concurrently Global CDXO* <sup>2</sup>
<b>Yasuhiro MORITA</b>	Executive Vice President and Representative Executive Officer	Global CAO•Global CSO
<b>Masato BANNO</b>	Executive Vice President and Executive Officer	Global CTO
<b>Emilio TIBERIO</b>	Senior Vice President and Executive Officer	BRIDGESTONE WEST CTO
<b>Tomohiro KUSANO</b>	Senior Vice President and Executive Officer	Global CIO (Chief Innovation Officer)

- These members were decided at the Board of Directors meeting held on September 19, 2024, as announced in the press release titled “New Appointments to the Executive Team, effective January 1, 2025.”

- Scott Damon will be appointed as the Vice President and Senior Officer, BRIDGESTONE WEST CEO concurrently Global CDXO effective from **November 1, 2024**, and then will be promoted as Executive Vice President and Executive Officer, BRIDGESTONE WEST CEO concurrently Global CDXO effective **January 1, 2025**.
- Paolo Ferrari, Executive Officer, Joint Global COO•BRIDGESTONE WEST CEO concurrently Global CDXO will resign from these current positions effective October 31, 2024.
- The abbreviations for the above chart are as follows:
  - \*1 G-MICA : Global Mining, Industrial, Construction, and Aviation Tire Solutions Business
  - \*2 CDXO: Global Chief Digital Transformation Officer

### 3. Chart of the New Global Executive Management Structure effective January 1, 2025



Bridgestone Group will commit to creating values through the “Bridgestone E8 Commitment”<sup>\*1</sup>, which consists of 8 Bridgestone-like values (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) to realize a sustainable society, evolving its management structure capable of adopting changes based on its vision: “Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company.”

\*1 The [“Bridgestone E8 Commitment”](#) consists of eight uniquely Bridgestone values starting with the letter “E” (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that the Group will commit to creating through distinctly Bridgestone purposes and processes, together with employees, society, partners, and customers to help realize a sustainable society.

**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.*