

For Immediate Release

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Bridgestone Supports the 2025 Bridgestone World Solar Challenge with ENLITEN Tires, which Feature the First Application of New Recycled Materials

Accelerating Innovation for the Future of Mobility by Utilizing a 'Mobile Laboratory'

Tokyo (June 5, 2025) — Bridgestone Corporation today announced that it will be supporting the 2025 Bridgestone World Solar Challenge (BWSC) with ENLITEN™ technology^{*1} tires, which feature the first application of new recycled materials developed through co-creation with partners, increasing **the ratio of recycled and renewable materials^{*2} to over 65%**. The company will supply these tires to 33 teams from 17 locations.

The BWSC, which will take place August 24 through 31, is the world's foremost solar car event. Held every two years, participants are challenged with traversing approximately 3,000 kilometers across the Australian continent using only limited solar power. Bridgestone has been the title sponsor of BWSC since 2013; this event underscores Bridgestone's focus on accelerating innovation for next-generation mobility, including EVs and electric vehicles, as well as developing the engineers who will shape the future of mobility.^{*3}

For the 2025 BWSC, Bridgestone will supply tires with ENLITEN technology, which ensures the performance required for solar cars while further advancing sustainability. **For the first time, Bridgestone has applied recovered carbon black and steel, which are recycled materials developed and produced through co-creation efforts focused on advancing recycling technology that 'renews' tires to raw materials.** Furthermore, the company is evolving its sustainability initiatives throughout the value chain, such as reducing the number of tires used and introducing low-carbon tire shipment for contributing to a circular economy and carbon neutrality.

Through the BWSC as a 'mobile laboratory,' Bridgestone will refine its technology, thereby strengthening future sustainable global motorsports activities. Additionally, by pushing the limits and challenging for excellence, alongside participating teams that share a passion to race, Bridgestone is committed to accelerating innovation for the future of mobility.



Tire with ENLITEN technology for the 2025 BWSC



BWSC logo

Bridgestone's initiatives in sustainability for the 2025 BWSC are as follows:

1. Applied New Recycled Materials through Co-Creation with Partners – Achieving over 65% recycled and renewable materials

- **Recovered carbon black obtained from a precise pyrolysis of end-of-life tires using Bridgestone's test unit, in co-creation with ENEOS**

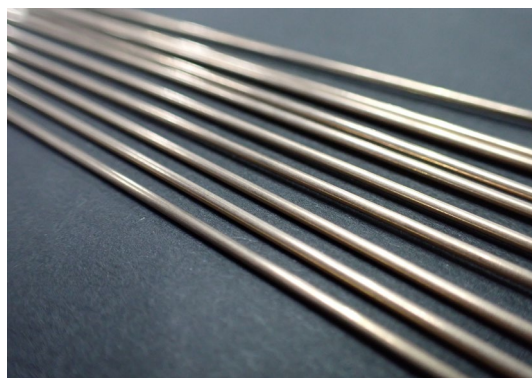
Since 2022, Bridgestone has been advancing its efforts in chemical recycling of end-of-life tires to contribute to the realization of a circular economy. In 2023, the company introduced a test unit at the Bridgestone Innovation Park in Kodaira City, Tokyo, and has been further developing technology to obtain recovered carbon black, etc. through the precise pyrolysis of end-of-life tires in collaboration with ENEOS Corporation. Bridgestone has made **the first application** of the recovered carbon black obtained at its own test unit for 2025 BWSC tires.^{*4*5}



Recovered carbon black from Bridgestone's test unit

- **Recycled steel through co-creation with Nippon Steel and Sanyo Special Steel**

Since 2022, Bridgestone has been collaborating with Nippon Steel Corporation and Sanyo Special Steel Co., Ltd. to promote the recycling of end-of-life tires in alignment with their shared vision for a circular economy. **In a first for BWSC tires**, the company has incorporated bead wire, a reinforcement material for tires, made from recycled steel obtained from end-of-life tires collected at the Bridgestone Tire Recycle Center Osaka. The recycled steel is obtained from end-of-life tires in Sanyo Special Steel's electric furnace, and then is rolled and heat-treated to bead wire at Nippon Steel's facility.



Recycled steel in collaboration with Nippon Steel and Sanyo Special Steel

2. New Premium – Evolution of ENLITEN technology

The tires for the 2025 BWSC will equip the ENLITEN technology, continuing from the previous event, achieving a high level of both environmental performance and tire performance. Through co-creation with partners, Bridgestone has enhanced environmental performance that contributes to sustainability by applying new recycled resources mentioned above, as well as the new aramid material Twaron®^{*6} with circular content by Teijin Aramid. At the same time, the tires ensure low rolling resistance, durability, lightweight construction, and puncture resistance required for solar cars, maximizing their performance and supporting safe and secure long-distance journey of approximately 3,000 km under the harsh conditions of the BWSC.

3. Low carbon emission logistics in tire shipping

For BWSC tire shipment, Bridgestone works with DHL, utilizing its GoGreen Plus solution. By using sustainable maritime fuel, it enables to **reduce CO₂ emissions by up to 85%** across the entire lifecycle (Well-to-Wake) of fuel production, transportation, storage, and onboard usage, achieving low carbon shipment.

Overview of the 2025 Bridgestone World Solar Challenge

1. Date: August 24-31, 2025
2. Host Country: Australia (Start: Darwin; Goal: Adelaide)
3. Host: South Australian Motorsport Board (SAMSB)
4. Event Classes (The number of teams is as of June 4)
 - (1) Challenger Class
A challenge to be first in vehicles designed for speed; vehicles require more than three wheels and one driver.
Bridgestone support: 25 teams (Total 29 teams)
 - (2) Cruiser Class
A challenge testing vehicles' energy efficiency and practicality; vehicles more than three wheels and be able to be ridden by one driver and more than one passenger.
Bridgestone support: 8 teams (Total 8 teams)
 - (3) Explorer Class
A challenge open to vehicles that do not meet the requirements to compete in the Challenger Class or Cruiser Class, such as vehicles based on the regulations of prior competitions.



The BWSC showcases the "Energy," "Ecology" and "Emotion" values of the Bridgestone E8 Commitment,^{*7} which outline Bridgestone's corporate commitment to the realization of a carbon neutral mobility society (Energy); advancing sustainable tire technologies and solutions that preserve the environment for future generations (Ecology); and inspiring excitement and spreading joy to the world of mobility (Emotion).

- ※1 ENLITEN is a technology that evolves environmental performance, expands basic performance, and elevates all conventional performances in tires. It also pursues "ultimate customization" to sharpen the edge in tire performance which not only meets the apparent needs and potential wants of the markets and customers, but also further inspires markets and customers by creating new value that they may not have imagined, according to the characteristics of diverse vehicles and usage conditions.

- ※2 Recycled material has been reprocessed from recovered [reclaimed] material by means of a manufacturing process and made into a final product or into a component for incorporation into goods or services. Renewable material is composed of biomass from a living source and can be continually replenished. The material shall come from sources that are replenished at a rate equal to or greater than the rate of depletion. (These definitions are based on ISO 14021: 2016)
- ※3 Bridgestone World Solar Challenge official website: <https://www.bridgestone.com/bwsc/>
Organizer website: <https://worldsolarchallenge.org/>
- ※4 [2023/06/08 Bridgestone Commences Pyrolysis Test of Used Tire Recycling](#)
- ※5 This achievement described in text is attributed to a grant project funded by the New Energy and Industrial Technology Development Organization (NEDO) in Japan.
- ※6 Twaron® is a registered trademark of Teijin Aramid.
- ※7 The Bridgestone Group established its corporate commitment, the "[Bridgestone E8 Commitment](#)," to help it 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 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 121,000 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.