

For Immediate Release

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Bridgestone Wins Trademark Infringement and Unfair Competition Lawsuit

*Bridgestone Takes Decisive Action Against Intellectual Property Misuse to Safeguard and
Enhance Brand Value*

Tokyo (October 22, 2025) — Bridgestone Corporation (Bridgestone) today announced it has received a favorable ruling from the Jiangsu High People's Court in a lawsuit regarding trademark infringement and violation of the Anti-Unfair Competition Law. The lawsuit was filed against Qinghe County Dongsheng Lubricating Oil Co., Ltd., Wucheng County Laocheng Town Haomei General Store, Wuxi Liyuan Lubricating Oil Co., Ltd., and two related individuals (the defendants).

In April 2021, Bridgestone initiated legal proceedings after discovering that the defendants had unlawfully used Bridgestone's Chinese corporate name “普利司通” in the manufacturing and sale of lubricant oil products. The court recognized that these activities constituted trademark infringement and a violation of the Anti-Unfair Competition Law. In June 2025, the Jiangsu High People's Court ruled in favor of Bridgestone, ordering the defendants to pay damages totaling 2.5 million Chinese yuan (approximately 50 million Japanese yen^{*1}).

Bridgestone treats intellectual property as a key management resource and, regardless of country or region, takes any unauthorized use or infringement of its patents, trademarks, and other intellectual property very seriously. The company has strengthened its internal monitoring protocols and interdepartmental collaboration to enhance its ability to detect and respond more swiftly to potential infringements. Bridgestone will continue to take decisive action, including reporting to authorities and pursuing legal remedies, to protect its rights.

Through these efforts, Bridgestone is committed to maintaining the safety and reliability of its products, safeguarding and enhancing its brand value, and delivering on its corporate commitment of "Ease: Committed to bringing comfort and peace of mind to mobility life" as described in the "Bridgestone E8 Commitment"^{*2}.

*1 Converted at a rate of 19.7 Japanese yen to one Chinese yuen.

*2 Bridgestone 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 axis to drive management while earning the trust of future generations. The "Bridgestone E8 Commitment" consists of eight Bridgestone-like values starting with the letter "E" (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that it 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/pdf/2022030101.pdf>

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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