News Release

For Immediate Release

Bridgestone Corporation
Global PR Operation 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/

The Australian Embassy and Bridgestone Host the "2025 Bridgestone World Solar Challenge Partners Reception"

Accelerating Co-Creation for a Sustainable Society Through Sustainable Motorsport

TOKYO (November 21, 2025) - The Australian Embassy in Japan (Minato-ku, Tokyo) and Bridgestone Corporation (hereafter "Bridgestone") co-hosted the "2025 Bridgestone World Solar Challenge (BWSC) Partners Reception" on Thursday, November 20, 2025. This event celebrated the success of the world's premier solar car race, the 2025 BWSC[*1], held in Australia from August 24th to August 31st, 2025, and shared initiatives aimed at realizing a sustainable society with BWSC as a starting point, together with participating teams and co-creation partners.

Group photo at the 2025 BWSC Partners Reception

Bridgestone is accelerating efforts toward a sustainable society through global motorsports activities, working hand in hand with partners. At the BWSC 2025, Bridgestone advanced sustainability across its entire value chain—from developing and supplying tires, featuring ENLITEN® technology[*2] with a recycled and renewable material[*3] ratio of over 65%, to enabling low-carbon transportation and implementing post-use recycling.

The event also featured co-creation partners—Nippon Steel Corporation, Teijin Limited, and DHL Global Forwarding Japan K.K.—highlighting each company's sustainability initiatives. In addition, next-generation engineers from Japanese teams that participated in the 2025 BWSC— Kogakuin University, Osaka Institute of Technology, Tokai University and Wakayama University—shared their technical challenges and sustainability efforts during the competition. Bridgestone's mining business partners—BHP Japan Inc. and Rio Tinto Japan—who play a vital role in the Australian industry where the BWSC is held, also attended the event.

- **Comment from His Excellency Justin Hayhurst, Ambassador of Australia to Japan**
  "It was an honor to co-host this celebration of the 2025 BWSC with Bridgestone. This remarkable event across the heart of Australia showcases cutting-edge technology that contributes to environmental sustainability. I congratulate the talented young engineers and universities who are driving innovation forward."

- **Comment from Shuichi Ishibashi, Global CEO and Representative Executive Officer, Bridgestone Corporation**
  "We are truly delighted to share the success of the 2025 BWSC with the teams and partners who joined us in this challenge, as well as everyone connected to Australia, the host country. The BWSC and sustainable motorsports serve as a 'mobile laboratory' for Bridgestone, and the BWSC is also an exciting stage where university teams from around the world compete to drive innovation. Together with our co-creation partners, we will continue to support the challenges of next-generation engineers while pursuing innovation and sustainability ourselves. Bridgestone is committed to being essential to the future of mobility by fostering co-creation through empathy, driven by our passion for racing and for realizing a sustainable mobility society together with our partners."

*1 Bridgestone World Solar Challenge official website: https://www.bridgestone.com/bwsc/
Organizer Website: https://worldsolarchallenge.org/

*2 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.

*3 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)

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.