

News Release



For Immediate Release

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Bridgestone Announces the New Executive Management Structure Effective March 24, 2026

Tokyo (January 29, 2026) - Bridgestone Corporation announced the New Executive Management Structure effective March 24, 2026.

Bridgestone introduces the new executive management structure to reinforce its competitiveness and respond more agilely to rapid changes in business environment. The company will further evolve the technological foundation it has cultivated as a rubber and tire manufacturer, placing both the development of attractive products and services, as well as the enhancement of cost competitiveness at the core of its growth strategy. Additionally, by further strengthening the company's "glocal"**1 optimal management through business portfolio management, Bridgestone will accelerate its growth toward its 100th anniversary in 2031.

1. Changes and New Appointments of Executive Officers (Effective March 24, 2026)

Name	New	Former
Nobuyuki TAMURA	Representative Executive Officer EAST CEO	Executive Vice President and Representative Executive Officer BRIDGESTONE EAST CEO
Scott DAMON	Executive Officer WEST CEO BSAM Group President	Executive Vice President and Executive Officer BRIDGESTONE WEST CEO Global CDXO* ² BSAM Group President
Emilio TIBERIO	Executive Officer WEST CTO* ³	Senior Vice President and Executive Officer BRIDGESTONE WEST CTO
Tomohiro KUSANO	Executive Officer CIO (Chief Innovation Officer)	Senior Vice President and Executive Officer Global CIO
Hiroshi IMAI	Executive Officer CPO (Chief Product Officer) Global Motorsports	Vice President and Senior Officer Global Motorsports

Yukihiko HOSO	Executive Officer CMO (Chief Manufacturing Officer)	Vice President and Senior Officer BRIDGESTONE EAST Tire Production
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The above change is subject to approval at a Board of Directors Meeting to be held after the Company's Annual Shareholders' meeting scheduled for March 24, 2026.

2. Retiring Executive Officer (Effective March 24, 2026)

Name	New	Former
Masato BANNO	-	Executive Vice President and Executive Officer Global CTO

3. Changes and New appointments of Vice President and Senior Officer (Effective March 24, 2026)

Name	New	Former
Akio KUSANO	Vice President and Senior Officer Product Development	Vice President and Senior Officer Product・Production Technology Development
Kenji YAMASAKI	Vice President and Senior Officer Production Technology	Vice President and Senior Office Global Tire Manufacturing and Engineering
Sho INOUE	Vice President and Senior Officer CQO (Chief Quality Officer)	Vice President and Senior Officer Global CQMO* ⁴ Quality Management
Naoki HISHINUMA	Vice President and Senior Officer CFO (Chief Financial Officer)	Vice President and Senior Officer Global CFO, G Finance
Yoshikazu SHIDA	Vice President and Senior Officer Portfolio Management	Vice President and Senior Officer Global CCO* ⁵ ・Global Public Relations・ Global Business Support
Toshiyuki HASUNUMA	Vice President and Senior Officer BSJP Tire Sales (REP/OE/Solutions) President and Representative Board Member of Bridgestone Tire Solution Japan Co., Ltd.	Executive Director Seconded to Bridgestone Tire Solution Japan Co., Ltd. Executive Vice President of Bridgestone Tire Solution Japan Co., Ltd.

4. Retiring Vice President and Senior Officers (Effective March 24, 2026)

Name	New	Former
Shingo KUME	-	Vice President and Senior Officer BSJP Tire Sales (REP/OE/Solutions) President and Representative Board Member of Bridgestone Tire Solution Japan Co., Ltd.
Shinichi WATANABE	-	Vice President and Senior Officer BSEAST CQMO・Quality Management

*1 "Glocal": A coined term that combines "global" and "local," aiming to integrate global optimization with optimization tailored to each country.

*2 CDXO: Chief Digital Transformation Officer

*3 CTO: Chief Technology Officer

*4 CQMO: Chief Quality Management Officer

*5 CCO: Chief Communication Officer

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.

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