

For Immediate Release

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Senior Management Changes

Tokyo (February 25, 2026) - Bridgestone Corporation today announced the following changes in positions and responsibilities of Executive Officer and Vice President and Senior Officers.

1. Changing Positions and Responsibilities of Executive Officer

(Effective March 24, 2026)

Name	New	Former
Scott DAMON	Executive Officer WEST CEO BSAM NA Group President*1	Executive Vice President and Executive Officer BRIDGESTONE WEST CEO Global CDXO*2 BSAM Group President

*1 New position is changed from that announced on January 29, 2026.

*2 CDXO: Chief Digital Transformation Officer

2. Changing Positions and Responsibilities of Vice President and Senior Officers

(Effective March 24, 2026)

Name	New	Former
Agustin PEDRONI	Vice President and Senior Officer BSAM LA Group President	Vice President and Senior Officer President of Bridgestone Americas Tire Operations Latin America (BATO LA) • Americas Tire
Craig SCHNEIDER	Vice President and Senior Officer Group President of WEST Services and Retail Operations WEST CSO*3	Vice President and Senior Officer BRIDGESTONE WEST Retail Group President BRIDGESTONE WEST CSO

*3 CSO: Chief Strategy 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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