

For Immediate Release

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## **Bridgestone Initiates Business Transformation; Announces Cessation of Manufacturing Operations at Hsinchu Plant**

**Hsinchu (May 11, 2026)** — Bridgestone Taiwan Co., Ltd. (Bridgestone) announced the initiation of a business transformation to cease manufacturing operations at its Hsinchu plant on May 11, 2026, and conclude all related production activities. This decision is based on adjustments to its global operational strategy and long-term market development considerations. Under this plan, Bridgestone will continue to deepen its presence in the Taiwan market, transitioning into a sales and service-focused business model.

Since its establishment in Taiwan in 1982, Bridgestone has maintained a long-standing commitment to the local market. The Hsinchu plant has supported the Bridgestone Group's operations and product supply across various stages of development, laying a strong foundation for the brand's growth in Taiwan. Bridgestone is committed to providing comprehensive support and assistance in accordance with local regulations, including career transition services and related support measures to affected employees.

The company will focus on strengthening its sales and service capabilities, particularly through the enhancement of channel development and sales systems, while deepening collaboration with local distribution partners. At the same time, Bridgestone will broaden its product portfolio to meet diverse market demands and enhance overall service capabilities. This approach enables Bridgestone to leverage its global manufacturing network more effectively while ensuring stable supply and enhanced product competitiveness in the Taiwan market.

Guided by its mission of "Serving Society with Superior Quality," Bridgestone will continue to create value for customers and society in Taiwan through its evolving business model.

### **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 116,000 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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