

Bridgestone E8 Commitment



Bridgestone E8 Commitment to Our Future

For the sake of the Earth, which future generations of children have entrusted in our care. Together with you.

The “Bridgestone E8 Commitment” (“E8”) is the axis to drive management while earning the trust of future generations as well as the axis of the Group’s corporate activities. The E8 is an evolution of our global sustainability activities, which began in earnest in the 2000s.

Since its foundation, the Group has been expanding and evolving its business to meet the changing needs of society and to continue supporting mobility and individuals’ lifestyles in each era, guided by its mission of “Serving Society with Superior Quality”.

In 2007, the Group established the 22 CSR Focus Points to embody its mission and to promote consistent CSR activities globally. Building on this foundation, in 2017 the Group established “Our Way to Serve”, identifying three Bridgestone-like priority areas—mobility, people, and environment—to promote social contribution efforts tailored to local communities around each of its sites. The Group is evolving its efforts to the next stage as a corporate commitment with the E8, defined from business management perspectives while embracing the three priority areas.

The E8 was established in 2022 in celebration of the 91st anniversary of Bridgestone’s founding. It aims to accelerate the Group’s transformation into a sustainable solutions company, as set out in its vision, looking ahead to 2031, Bridgestone’s 100th anniversary, and beyond. Based on the belief that the Earth has been entrusted to our care by future generations of children, this commitment also embodies Bridgestone’s mission, the Bridgestone Essence (corporate philosophy), its DNA, and vision.

It also aligns with the Group’s overall corporate activities and encapsulates the future possibilities of such activities. The Group will create eight Bridgestone-like values starting with the letter “E” together with employees, society, partners, and customers based on a Bridgestone-like purpose and process. By doing this, the Group commits to the realization of a sustainable society.

From Interaction with Empathy to Co-creation

Since its announcement in March 2022, the Group has worked to raise awareness of the E8 both inside and outside the Company. Global efforts have aimed to deepen understanding of and promote empathy with it, including through media and external events, communication between management and employees at town hall-like meetings, internal training, and discussions and other activities at each workplace to connect the values of the E8 with day-to-day operations. As a result, in a global survey evaluating internal awareness of the E8 conducted in July 2022, it was found that around 90% of employees were aware of the E8 and 70% empathized with it.

Initiatives embodying the E8 are being undertaken with outside partners. For example, the Group is taking on the challenge of space exploration by developing lunar tires as part of a team working on a lunar terrain vehicle, demonstrating a commitment to nonstop mobility and innovation that keeps people and the world moving ahead (“Extension”). The Group is also making progress with its commitment to contributing to a society that ensures accessibility and dignity for all (“Empowerment”) through initiatives such as providing internships for refugee students and international students from Ukraine in collaboration with Japan University of Economics.



Energy

Committed to the realization of a carbon neutral mobility society

Toward the achievement of carbon neutrality by 2050, in addition to expanding the use of renewable energy at its manufacturing sites, the Group is also supporting the adoption of electric vehicles (EVs) from the ground up. The Group is expanding products equipped with ENLITEN, the “new premium in the EV era”, and expanding the EV charging network by leveraging our retail and service solutions network. To realize a carbon neutral mobility society, the Group is accelerating efforts throughout the value chain, covering all phases from “produce and sell” and “use” to “renewal” of tires to raw materials. These efforts include reducing CO₂ emissions in the tire “use” phase through retreads and other solutions, as well as expanding CO₂ absorption and fixation by planting trees on devastated land in the natural rubber business.



Ecology

Committed to advancing sustainable tire technologies and solutions that preserve the environment for future generations

To realize 100% sustainable material use by 2050, the Group will boost efforts to achieve a circular economy throughout the value chain and enhance resource productivity. A focus will be on the creation of a regenerative business model. This includes enhancing and diversifying renewable materials through both the natural rubber business and the guayule business that aim for the diversification of natural rubber sources; the solutions business with retreading and other services for the tire “use” phase; and the recycle business that “renews” tires to raw materials. The Group is also advancing initiatives for sustainable procurement, responsible water resource management, and biodiversity conservation on a global scale in order to preserve the environment for future generations.



Efficiency

Committed to maximizing productivity through the advancement of mobility

The Group offers solutions to enable customers to use tire safer, longer, better, and more efficiently, ranging from new tire management and maintenance to retreading. Furthermore, by combining tire-centric solutions leveraging tire data collected by the tire monitoring system Tirematics, etc., with mobility solutions that collect and analyze vehicle data to propose the optimal operation to customers, the Group will support safe and efficient operations across the value chain and maximize operational efficiency and productivity for our customer’s fleets.



Extension

Committed to nonstop mobility and innovation that keeps people and the world moving ahead

The Group works to keep people, goods, and industry moving by expanding its retail and service solutions network globally, which is its strength, and ensuring continuous innovation in technology and business models. For example, in mining solutions, the Group supports day-to-day operations at physically demanding mining sites by optimizing tire usage based on data, centered on Bridgestone MASTERCORE tires for off-the-road mining vehicles featuring Dan-Totsu (clear and absolute leader) high durability, and through on-site maintenance services closely tailored to customer needs. The Group is also taking on challenging projects that support the dreams of humankind and innovations in mobility such as space exploration.



Economy

Committed to maximizing the economic value of mobility and business operations

The Group is promoting initiatives to optimize costs and maximize economic value for customers and its own business throughout the value chain, with a focus on Dan-Totsu products and solutions which amplify their value. For example, in aviation solutions, the Group leverages its Dan-Totsu product power consisting of products that can withstand harsh conditions, such as heavy loads, high speed, and heat/cold, with safety and peace of mind as the basic premise. Combining this with multiple retreads and the Group's tire wear and durability prediction models using flight data co-created with customers, provides greater accuracy in planned tire replacement while also enhancing economic value by reducing wheel and tire inventories and improving the efficiency of aircraft maintenance.



Emotion

Committed to inspiring excitement and spreading joy to the world of mobility

In 2023, the Group celebrates the 60th anniversary of its motorsports activities, which started with its participation in the first Japan Grand Prix in 1963. The Group has since supported motorsports globally from the ground up, including by participating in F1®, the pinnacle of racing from 1997. Currently, as part of its sustainable global motorsport activities, Bridgestone supports a solar car event—the “Bridgestone World Solar Challenge”—and an international race for electric vehicles—the “Bridgestone FIA ecoRally Cup”—as title sponsor. The Group will contribute to further development of car, motorcycle, and motorsport cultures that is fun and safe with peace of mind. In addition, through its involvement in sporting goods such as bicycles and golf balls, the Group supports various challenges by inspiring excitement.



Ease

Committed to bringing comfort and peace of mind to mobility life

Bridgestone's fundamental principle is “tires carry life”. In addition to providing high-performance and high-quality products such as aircraft tires and seismic isolation bearings, the Group also advances safety education and road safety activities. In particular, the Group is supporting road safety through its donations to the United Nations Road Safety Fund over the four-year period from 2022 to 2025 as well as through initiatives tailored to local communities near the Group's sites around the world. Through such initiatives, the Group supports the mobility and lifestyles of individuals by offering comfort and peace of mind.



Empowerment

Committed to contributing to a society that ensures accessibility and dignity for all

The Group is also focused on initiatives to solve various social issues by being closely attuned to local communities and people's lives. Efforts include promoting diversity, equity, and inclusion and supporting para-athletes. The soft-robotics business, an exploratory business, became a corporate venture from 2023. In this initiative, diverse talent with an entrepreneurial spirit come together to take on the challenge of supporting the lives of all individuals through the power of rubber, based on Bridgestone's DNA of “being attentive and supportive of customer problems”.

Creation of a New Corporate Culture through the “Bridgestone E8 Commitment”

The E8 has been incorporated into the Bridgestone Group Awards, the highest level of employee recognition in the Group, and the TQM (Total Quality Management) Conference. It is also embedded into daily business and on-site improvement activities. The Group will further promote the creation of a new corporate culture that links the value creation of every employee, with the E8 as the axis. Comments from last year’s award winners follow.



Tatsuya Katae
Production Department, Kitakyushu Plant

Group Global TQM Conference: Grand Prize Winner

I worked on reducing the number of off-the-road tires for mining vehicles that did not meet specifications by taking steps to control varieties in the proficiency of work that required craftsmanship. The Bridgestone E8 Commitment has not only raised my own awareness of sustainability, but also allowed me to share a common understanding of the goals I am working toward with my colleagues. By considering what we have conventionally taken for granted from different perspectives, it has also become a catalyst for thinking about what kind of value we can create for society and customers. I feel that I have found greater fulfillment in my work by taking on new challenges without being bound by fixed ideas. The E8 will be central as I work toward further improvements while raising the quality of tire production and maximizing customer value.



Sarocha Pongboon
Industrial Engineering, Production Planning, Bridgestone Tire Manufacturing (Thailand) Co., Ltd.

Group Global TQM Conference: Impression Award Winner

We employ the principles of the Bridgestone E8 Commitment as a guiding framework for conducting a range of improvement initiatives. These initiatives include a sustained emphasis on enhancing product quality to ensure customer satisfaction, as well as reducing production costs and increasing operational efficiency. The E8 clearly expresses Bridgestone’s goal of achieving a sustainable society. The E8 has helped to develop a better understanding of our work goals, and to foster a mindset focused on increasing production while considering environmental and societal impacts. This has led to the initiation of various projects aimed at improving production efficiency with the collaboration of all relevant departments based on *Genbutsu-Genba* (on-site) activities. I will utilize the principles of the E8 in my workplace to enhance my skills and knowledge, and to contribute to Bridgestone’s growth.



Jill Suwanski
Associate General Counsel, Data Privacy Officer and Corporate Secretary, Compliance, Data Privacy and Global Risk, Bridgestone Americas, Inc.

Bridgestone Group Award Winner

IT and information security are fundamental to supporting business operations throughout the company. This maximizes operations and provides accessibility to data. When we were impacted by the cyber incident in 2022, we worked diligently to protect and determine whether there was access to any company, employee or customer data, then communicate transparently with impacted or concerned stakeholders to provide peace of mind during a tense situation (“Ease”). The fact that we faced the situation with a strong sense of responsibility and passion has reaffirmed the importance of the IT team’s daily work and has also led to “Empowerment” that increases motivation. With more mobility solutions comes more data collection and state-of-the-art technology, and I pledge to play a significant role in the “Extension” concept, which means we keep people and the world moving ahead by providing secure and robust IT systems.