

Realization of Mid-Long Term Business Strategy with Sustainability at the Core

Mid-Long Term Business Strategy

Placing sustainability at the core of management and business, the Bridgestone Group is promoting the execution of Mid-Long Term Business Strategy to realize its vision of “Toward 2050, Bridgestone continues to provide social and customer value as a sustainable solutions company.” When constructing its Mid-Long Term Business Strategy, the Group carefully assessed the internal and external business environment — considering social trends, transformations of the mobility and tire industry structures — to determine the impact of each on the Group. The Group then formulated strategies to transform change into opportunity. The changes the Group considered, and its response to each, include:

Changes in the external and social environment

- Unprecedented changes → Introduce a more agile change management system.
- Geopolitical risk → Promote “glocal (global x local)” management.
- Climate change → Place sustainability at the core of management.
- Technology innovation and DX → Co-creation, innovation and promotion of Bridgestone’s DX.

Changes in the mobility industry structure

- Acceleration of MaaS and CASE, especially acceleration of Electric which means adaptation of EVs → Reinforce Dan-Totsu product strategy, considering sustainability and the evolution of mobility; expand tire-centric solutions, retail & service and mobility solutions.
- Emerging original equipment manufacturers (OEMs) and horizontal integration of OEM → Establish new operational and organizational structures to adapt to the changes.

Changes in the tire industry

- Changes in the tire industry structure including emerging competitors.

Mid-Long Term Business Strategy Framework

