

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.

In 2022, the Bridgestone Group launched its “Bridgestone E8 Commitment” to realize its vision: “Toward 2050, Bridgestone continues to provide social and customer value as a sustainable solutions company.” It includes eight Bridgestone-like values starting with the letter “E” (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment) that the Group, through Bridgestone-like “purpose” and “process,” will commit to creating together with employees, society, partners, and customers to support realization of a sustainable society.

Bridgestone’s approach to sustainability

Since its founding, the Bridgestone Group has expanded and evolved its business to meet the changing needs of society and continue supporting the mobility and lifestyles of individuals, guided by its Mission of “Serving Society with Superior Quality” which was established as its corporate motto in 1968 and remains unchanged. It is based on founder Shojiro Ishibashi’s business philosophy embodied in his words, “I am convinced that a simple profit-seeking business will never thrive, but a business that contributes to its society and country will be forever profitable.” It is also in line with the Group’s current approach to sustainability.

The Bridgestone Group believes that it is the Group’s role and responsibility to anticipate changes in society, turn them into opportunities, and contribute to the realization of a sustainable society through its business and social contribution activities.

Bridgestone’s journey of CSR and sustainability activities

In 2007, the Bridgestone Group established the 22 CSR Focus Points as a Group-wide “common language” to continue to fulfill its Mission and promote consistent CSR activities. Based on its belief that “CSR is at the heart of management itself,” the Group built a foundation for its CSR activities by integrating the 22 issues that form the basis of its corporate activities, including environmental conservation, quality and safety, into its Mid-term Management Plan. Building on this foundation, the Group established its *Our Way to Serve*, in 2017 as a compass to respond to society’s expectations of a global company and its commitment to contribute to realizing a better future. By identifying Mobility, People and Environment as the three Priority Areas, the Group reinforced its activities through a “glocal” (global x local) approach with regional leadership, while ensuring global consistency. This approach continues to facilitate the identification of key areas where it can leverage its strengths to forge partnerships for value creation and transformation. Going forward, the Group is evolving its efforts to the next stage with the “Bridgestone E8 Commitment.”

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Following the Group's founding in 1931, and its "second foundation" in 1988 with the merger of Bridgestone and the Firestone Tire & Rubber Company, the Group positioned 2020 as the first year of its "third foundation" Bridgestone 3.0 and established its new vision "Toward 2050, Bridgestone continues to provide social and customer value as a sustainable solutions company." To realize this vision, the Group has formulated a Mid-Long Term Business Strategy Framework with sustainability at its core, and has been advancing initiatives. Based on the "strong" Bridgestone, capable of responding to the changes it built these past two years through corporate transformation (CX), the "Bridgestone E8 Commitment" will serve as the axis to drive the Group's management while earning the trust of future generations in accelerating its transformation.

The eight "E"s in the "Bridgestone E8 Commitment" embrace the Group's Mission, the Bridgestone Essence, and DNA cultivated over its 91-year history. They also are aligned with the Mid-Long Term Business Strategy and vision and indicative of our future possibilities and evolution for value creation.



Energy | Committed to the realization of a carbon neutral mobility society.

In addition to accelerating the introduction of renewable energy at its manufacturing sites, toward carbon neutrality by 2050, the Group is also supporting the adoption of EVs from the ground up by developing tires optimized for EVs and enhancing the EV charging networks by leveraging its retail network. To realize carbon neutral mobility, the Group will accelerate its efforts to reduce CO₂ emissions throughout its value chain and in each of the "produce and sell," "use," and "renew" tires to raw materials phases, such as providing products and solutions including Tirematics that support safe and efficient fleet management to help customers reduce their CO₂ emissions during the use stage of its tires.



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

Toward its goal to use 100% sustainable materials by 2050, the Group is further promoting retread and recycle business. In addition to this, seeking the potential of materials, the Group is accelerating its efforts, such as the development of material with high environmental performance and rubber suitable for recycling, toward the realization of a circular economy and enhancement of resource productivity throughout its value chain and in each of the "produce and sell," "use," and "renew" phases. The Group is also conducting forest conservation activities, such as the ECOPIA's Forest Projects in Japan and other biodiversity conservation activities around the world, to preserve a better environment for future generations.



Efficiency | Committed to maximizing productivity through the advancement of mobility.

The Group is accelerating its efforts to maximize the efficiency and productivity of both its and customers' operations, by supporting safe and efficient operations throughout its value chain, centered around Dan-Totsu Products and Dan-Totsu Solution such as fleet solutions that combine tires, retread and maintenance service with digital tools.



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

Through activities that encompass the entire value chain with a focus on Dan-Totsu Products and Dan-Totsu Solution, the Group ensures continuous innovation in technology and business models to keep mobility and industry moving ahead. For example, in mining solutions, the Group supports day-to-day operations at physically demanding mining sites by optimizing tire usage with its Dan-Totsu Products, maintenance and data. It is also taking on challenging projects that support the dream of humankind with mobility innovations, such as a space exploration mission.



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 business throughout its value chain, with a focus on Dan-Totsu Products and Dan-Totsu Solution. For example, in aviation solutions, the Group's digital tire wear and durability predictions provide greater accuracy in tire management and maintenance plans, while also enhancing economic value by reducing wheel and tire inventories and improving the efficiency of aircraft maintenance programs.



Emotion | Committed to inspiring excitement and spreading joy to the world of mobility.

The Group continues to provide "Driving Excitement" through motorsports such as the SUPER GT car races, the Suzuka 8 Hours Endurance Race and the Indy. It contributes to the development of motorsports culture while also advancing and refining its technologies that push the limits of tire performance. Through its involvement in sporting goods such as bicycles and golf balls, the Group continues to inspire excitement, spread joy and promote initiatives that support various challenges.



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 passenger car tires, aircraft tires and seismic isolation bearings, the Group also addresses social issues such as safety education and traffic safety activities to support the mobility and lifestyles of individuals.



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

The Group is also focusing on initiatives to solve various social issues by staying close to local communities and people's lives. These efforts include promoting DE&I and improving accessibility. In its support of para-athletes, the Group developed rubber soles for prosthetic running blades and tires for wheelchairs, so that all athletes can enjoy sports, regardless of their challenges. In the soft-robotics business, the Group is taking on the challenge of supporting the lives of individuals through the power of rubber, in light of the labor shortage against the backdrop of declining birthrates and aging populations and the need for non-contact interactions and automation due to the COVID-19 pandemic.

The "Bridgestone E8 Commitment" will serve as Bridgestone-like eight vectors for its transformation. The Group will drive reinforcement of corporate strategy and transformation of corporate culture along this commitment, and accelerating its transformation toward a sustainable solutions company together with its 130,000 global employees. The Group also believes it can realize and support a sustainable society by earning empathy from all of our stakeholders and co-creating new values with society, partners and customers through the "Bridgestone E8 Commitment."

More than ever, the Group will work with others to continue to face the challenges and possibilities of the evolving world, for the sake of the Earth, which future generations have entrusted in our care.