

# Build Trust to Propagate Value Co-creation

## Building Trust

The “Bridgestone E8 Commitment,” which the Bridgestone Group has set forth as the axis to drive management while earning the trust of future generations toward the realization of its vision, cannot be accomplished by the Group alone. In an era of co-creation, in which a company collaborates with various partners to create value, it must continue to be a trustworthy company and brand to earn the empathy of many.

The Group has been proactively working to solve issues in local communities by leveraging the strength of its global network, including introducing environmental conservation activities and traffic safety education around the world. Through its commitments of “Ecology: Committed to advancing sustainable tire technologies and solutions that preserve the environment for future generations” and “Empowerment: Committed to contributing to a society that ensures accessibility and

dignity for all,” the Group will continue to aim to be in harmony with nature and communities.

Furthermore, as a tire manufacturer, the Group will continue to be responsible to support the safety and peace of mind of people and mobility, based on its fundamental principle of “tires carry life,” and it is represented by “Ease: Committed to bringing comfort and peace of mind to mobility life.” By engaging in a wide range of global and sustainable motorsport activities – including the Bridgestone World Solar Challenge, one of the world’s leading solar car races – the Group is committed to “Emotion: Committed to inspiring excitement and spreading joy to the world of mobility.” By doing so, the Group will contribute to the development of safe, with peace of mind, and fun car, motorcycle, and motorsport cultures, all the while fostering trust as a preferred partner for society, partners and customers.

### Sustainability Framework

The Group has systematized its approach to sustainability as its Sustainability Framework. Based on this framework, it has clarified the actions it will focus on in the future. Co-creating value with stakeholders is essential in fulfilling the eight values of the “Bridgestone E8 Commitment” while achieving both social and customer value through its Sustainability Business. To build a deeper relationship of trust that propagates value co-creation, the Group is actively engaged in social contribution and other activities with local communities in line with this framework. The Group is also promoting initiatives that form an indispensable foundation for a responsible company. These initiatives go far beyond simply avoiding risk to finding innovative ways to transform risk into growth opportunities to establish Management Fundamentals for value creation.

More information on the Sustainability Framework is available [online](#).

