

Build Trust to Propagate Value Co-creation Motorsports

Bridgestone Group involvement in motorsports

The Bridgestone Group views promoting and developing motorsports culture as the point of origin for tire manufacturers. It also views motorsports from a sustainability perspective, and wants to link motorsports to its efforts to address social issues across the value chain, including advancing and refining its own technologies and the supply chain.

To keep providing “Driving Excitement” in 10 years, 20 years, and beyond, the Bridgestone Group strives to achieve its commitment for “Emotion: Committed to inspiring excitement and spreading joy to the world of mobility” stated in the “Bridgestone E8 Commitment” by providing Dan-Totsu Products and engaging in a wide range of global, sustainable motorsport activities based on these two approaches.

Initiatives supporting motorsports culture

By supplying tires to, participating in and sponsoring motorsport events, the Group contributes to the development of safe, with peace of mind, and fun car, motorcycle, and motorsport cultures together

with event organizers, vehicle manufacturers and motorsports professionals. It sees motorsports as an opportunity to enhance the value of its products and the technologies underpinning them, as well as to develop the talents of engineers. By advancing and refining these technologies in demanding motorsport environments and through the extreme pursuit of tire performance limits, Bridgestone is able to develop and test technological innovation.

Motorsports rooted in sustainability

In recent years, motorsports have gained attention for races and events that are more environmentally conscious with the emergence of electric and hydrogen engine vehicles. The Group is accelerating the creation of sustainable motorsports. For example, it aims to reduce CO₂ emissions throughout the value chain by increasing the use of recycled and renewable materials for racing tires, developing long-distance and lightweight tires, and promoting the recycling of used tires.

Powering solar cars and future engineers

Bridgestone has supported the world’s foremost solar car race, the [Bridgestone World Solar Challenge](#), as a title sponsor since 2013. Powered only by the energy of the sun to travel more than 3,000 kilometers over five days from Darwin in Northern Australia to Adelaide in South Australia, young engineers from all over the world take on the challenge of designing, building and developing the world’s most highly energy-efficient solar cars. Bridgestone provides tires for solar cars to many participating teams, to support the ambitions of aspiring future engineers and help drive the evolution of mobility technologies.

