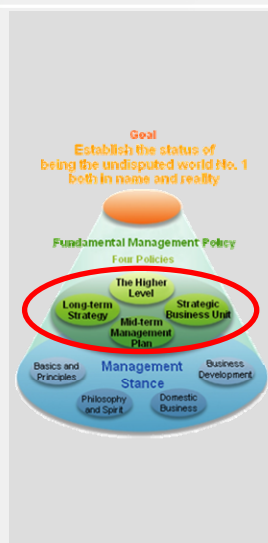


Financial Results for First Half of Fiscal 2007

Bridgestone Corporation
August 9, 2007

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Fundamental Management Policy



Goal

Establish the status of being the undisputed world No. 1 both in name and reality

Fundamental Management Policy

1. To always aim for “the higher level” and to be the best in the world in all of our products and services
2. To clarify the long-term strategy and to proceed with the integration and expansion of business domain
3. To aim for the real global corporation, adopting strategic business unit (SBU) organization
4. To aim for the optimum management for the entire group, utilizing Mid-term Management Plan

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Consolidated Results for First Half of Fiscal 2007

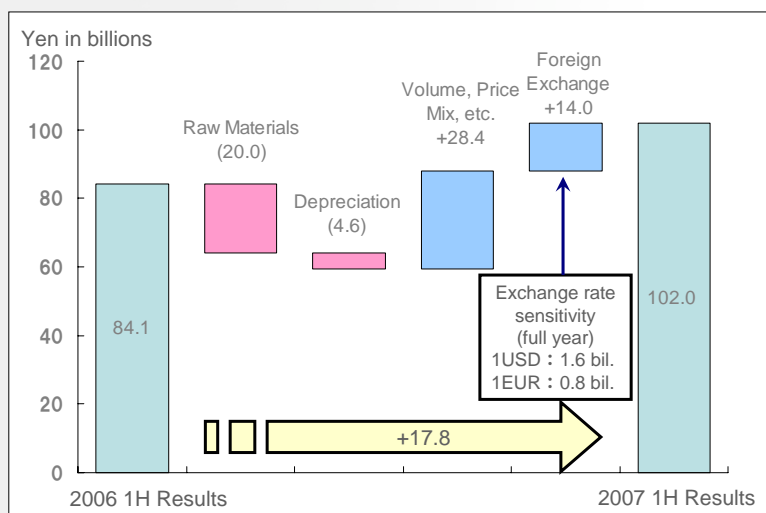
Reference
May '07
Announcement

(Yen in billions)

	2006 1H Results	2007 1H Results		2007 1H Projections
			vs. PY(%)	
Net Sales	1,424.8	1,615.6	+13	1,565.0
Operating income	84.1	102.0	+21	89.0
Ordinary income	70.8	91.3	+29	72.0
Net income	32.8*	52.9	+61	45.0
Yen/US dollar rate:	116	120	+4	118
Yen/Euro rate:	142	160	+18	156

* Including extraordinary items due mainly to plant restructuring costs in the Americas during the first half of fiscal 2006: net loss JY 10.6 billions

Analysis of Consolidated Operating Income for First Half of Fiscal 2007



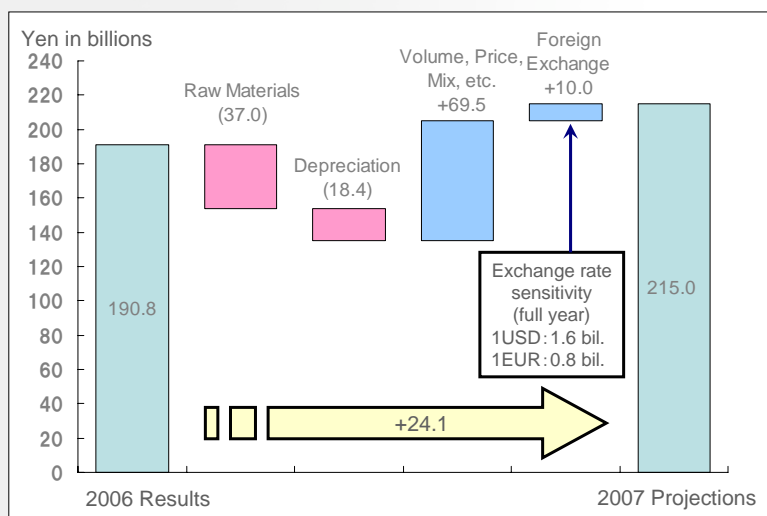
Consolidated Projections for Fiscal 2007

(Yen in billions) Reference June '07 Announcement

	2006 Results	2007 Projections		2007 Projections
			vs. PY(%)	
Net Sales	2,991.2	3,370.0	+13	3,350.0
Operating income	190.8	215.0	+13	211.0
Ordinary income	159.5	181.0	+13	170.0
Net income	85.1*	109.0	+28	106.0
Yen/US dollar rate:	116	118	+2	117
Yen/Euro rate:	146	155	+9	154

* Including extraordinary items due mainly to plant restructuring costs in the Americas during fiscal 2006: net loss JY 19.4 billions

Analysis of Consolidated Operating Income for Fiscal 2007



Financial Results for First Half and Fiscal 2007 : Japan segment

(Yen in billions)

	2006	2007		2006	2007	
	1H Results	1H Results	vs. PY(%)		Results	Projections
Net sales	593.7	658.5	+11	1,255.6	1,364.0	+9
Operating income	53.3	68.1	+28	117.5	128.0	+9
Operating ratio (%)	9.0	10.3		9.4	9.4	

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Financial Results for First Half and Fiscal 2007 : The Americas segment

(Yen in billions)

	2006	2007		2006	2007	
	1H Results	1H Results	vs. PY(%)		Results	Projections
Net sales	644.3	725.2	+13	1,333.5	1,519.0	+14
Operating income	20.1	18.8	(6)	42.0	45.0	+7
Operating ratio (%)	3.1	2.6		3.2	3.0	

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Financial Results for First Half and Fiscal 2007 : Europe segment

(Yen in billions)

	2006 1H Results	2007 1H Results		2006 Results	2007 Projections	
			vs. PY(%)			vs. PY(%)
Net sales	199.2	251.9	+26	418.4	499.0	+19
Operating income	6.5	7.9	+21	14.8	16.0	+8
Operating ratio (%)	3.3	3.1		3.6	3.2	

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Financial Results for First Half and Fiscal 2007 : Other regions segment

(Yen in billions)

	2006 1H Results	2007 1H Results		2006 Results	2007 Projections	
			vs. PY(%)			vs. PY(%)
Net sales	210.0	262.0	+25	441.2	529.0	+20
Operating income	9.5	17.2	+81	20.2	33.0	+63
Operating ratio (%)	4.6	6.6		4.6	6.2	

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Dividends

(yen per share)

Interim dividend (Payments commence: September 3, 2007)	13 yen
Year-end dividend (forecast)	13 yen
Annual dividend (forecast)	26 yen

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Fundamental Management Policy and Related Initiatives in First Half of Fiscal 2007

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“The higher level” in products and materials technology and production technology



Kitakyushu

Product: Large and ultralarge radial tires for mining and construction equipment

Location: Kitakyushu, Fukuoka pref., Japan

Start production: Second half of 2009 (planned)

Production capacity: about 30 tons/day (new rubber)

Investment: about ¥28.5 billion



Tokyo plant

Product: Radial tires for Aircrafts

Location: Kodaira, Tokyo, Japan

Start production: Second half of 2008 (planned)

Production capacity: Doubled relative to the current level (including Kurume plant)

Investment: about ¥5.0 billion



Monterrey plant

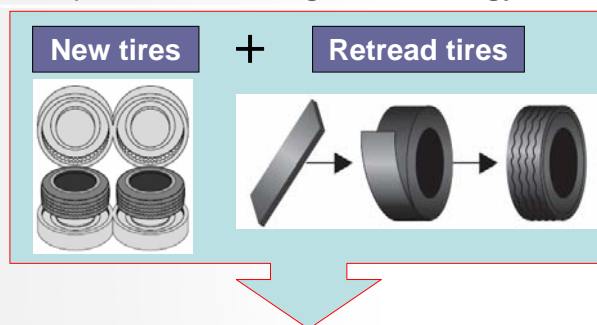
Product: Radial tires for passenger cars and light trucks

Location: Monterrey, Nuevo Leon, Mexico

Production capacity: about 8,000 tires/day

Investment: about \$220 million (about ¥23 billion)

Business integration / expansion with long-term strategy



The global Bridgestone group will provide even better service to our customers by offering a comprehensive tire maintenance solution, backed by a complete line of new and retread truck tire offerings.

This combination can also lead to a more effective utilization of natural resources and minimize the number of tires that might be prematurely taken out of service, all of which contributes to the well-being of our environment.

Disclaimer

Statements made in this presentation with respect to Bridgestone's current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-looking statements about the future performance of Bridgestone. Forward-looking statements include, but are not limited to, those statements using words such as "believe," "expect," "plans," "strategy," "prospects," "forecast," "estimate," "project," "anticipate," "may" or "might" and words of similar meaning in connection with a discussion of future operations, financial performance, events or conditions. From time to time, oral or written forward-looking statements may also be included in other materials released to the public. These statements are based on management's assumptions and beliefs in light of the information currently available to it. Bridgestone cautions you that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore you should not place undue reliance on them. You also should not rely on any obligation of Bridgestone to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Bridgestone disclaims any such obligation.

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End

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