

Financial Results for First Half of Fiscal 2008

Bridgestone Corporation
August 8, 2008

Business and Financial Performance

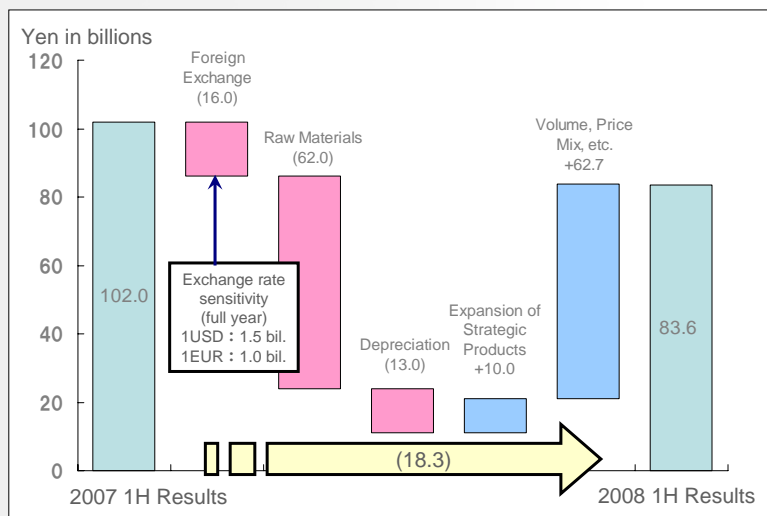
Consolidated Results for First Half of Fiscal 2008

Reference
February '08
Announcement

(Yen in billions)

	2007 1H Results	2008 1H Results		2008 1H Projection
			vs.PY(%)	
Net Sales	1,615.6	1,641.1	+2	1,690.0
Tires	1,304.7	1,327.6	+2	1,370.0
Diversified Products	322.1	321.8	-	320.0
Operating income	102.0	83.6	(18)	91.0
Ordinary income	91.3	68.6	(25)	69.0
Net income	52.9	37.2	(30)	37.0
Yen/US dollar rate:	120	106	(14)	110
Yen/Euro rate:	160	162	+2	155
				3

Analysis of Consolidated Operating Income for First Half of Fiscal 2008

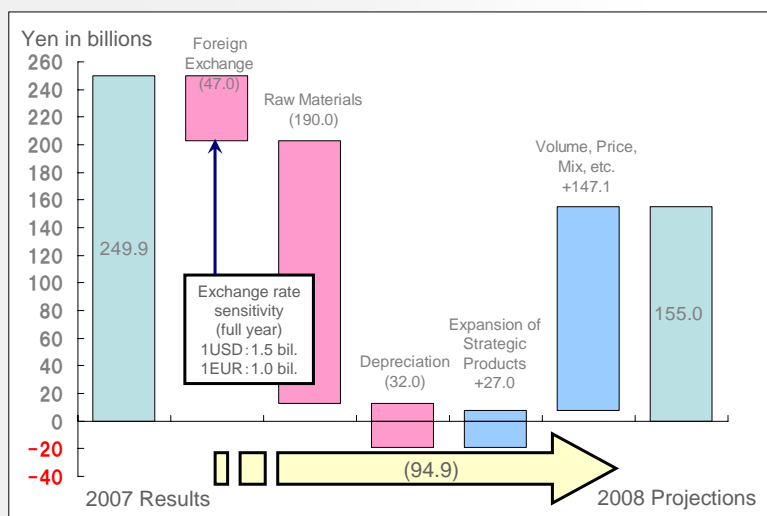


Consolidated Projection for Fiscal 2008

(Yen in billions)
Reference February '08 Announcement

	2007 Results	2008 Projections		2008 Projections
			vs.PY(%)	
Net Sales	3,390.2	3,420.0	+1	3,560.0
Tires	2,755.9	2,800.0	+2	2,900.0
Diversified Products	656.3	620.0	(6)	660.0
Operating income	249.9	155.0	(38)	195.0
Ordinary income	219.0	117.0	(47)	149.0
Net income	131.6	66.0	(50)	90.0
Yen/US dollar rate:	118	103	(15)	110
Yen/Euro rate:	162	157	(5)	155

Analysis of Consolidated Operating Income for Fiscal 2008



Consolidated Projection for Fiscal 2008

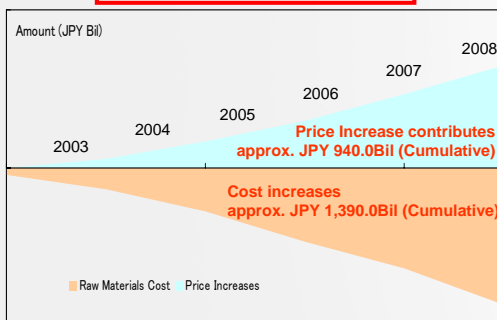
(Yen in billions)

	2007 Results	2008		
		Projections	vs.PY(%)	vs.MTP (*)
Net Sales	3,390.2	3,420.0	+1	+
Tires	2,755.9	2,800.0	+2	+
Diversified Products	656.3	620.0	(6)	-
Operating income	249.9	155.0	(38)	△
Ordinary income	219.0	117.0	(47)	△
Net income	131.6	66.0	(50)	△
Yen/US dollar rate:	118	103	(15)	* +: Over -: Flat △: Under
Yen/Euro rate:	162	157	(5)	

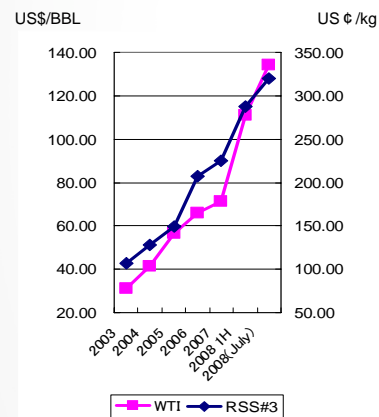
Raw Materials Costs and Price Increase

Impact from Raw Materials Costs increase and Price Increase contributions

Amount that cannot be managed through price increase
'03~'08: 450.0Bil



Natural Rubber/Crude Oil Market Conditions (average)



Financial Results for First Half and Fiscal 2008: Japan segment

(Yen in billions)

	2007	2008		2007	2008	
	1H Results	1H Results	vs.PY(%)		Results	Projections
Net Sales	658.5	656.2	-	1,371.7	1,380.0	+1
Operating income	68.1	39.9	(41)	147.5	73.0	(51)
Operating income margin (%)	10.3	6.1		10.8	5.3	

9

Financial Results for First Half and Fiscal 2008: The Americas segment

(Yen in billions)

	2007	2008		2007	2008	
	1H Results	1H Results	vs.PY(%)		Results	Projections
Net Sales	725.2	713.6	(2)	1,510.7	1,460.0	(3)
Operating income	18.8	19.1	+2	51.5	28.0	(46)
Operating income margin (%)	2.6	2.7		3.4	1.9	

10

Financial Results for First Half and Fiscal 2008: Europe segment

(Yen in billions)

	2007	2008		2007	2008	
	1H Results	1H Results	vs.PY(%)		Results	Projections
Net Sales	251.9	261.7	+4	516.0	530.0	+3
Operating income	7.9	2.1	(73)	17.2	14.0	(19)
Operating income margin (%)	3.1	0.8		3.3	2.6	

11

Financial Results for First Half and Fiscal 2008: Other regions segment

(Yen in billions)

	2007	2008		2007	2008	
	1H Results	1H Results	vs.PY(%)		Results	Projections
Net Sales	262.0	303.5	+16	548.6	620.0	+13
Operating income	17.2	20.3	+18	37.6	31.0	(18)
Operating income margin (%)	6.6	6.7		6.9	5.0	

12

Dividends

(Yen per share)

Interim dividend (Date dividend paid: September 1, 2008)	13 yen
Year-end dividend (forecast)	13 yen
Annual dividend (forecast)	26 yen

13

Fundamental Management Policy and Related Initiatives in Fiscal 2008

14

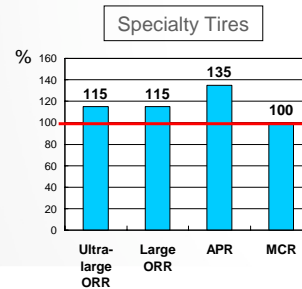
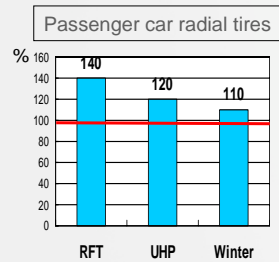
The Progress of MTP 2007

“The higher level”: Expansion of tire strategic products (Yen in billions)

Factors for Operating Income Increase	MTP2007 target increases (2007 to 2012)	Progress in 2008	
		1H Results	Full Year Projections
Expansion of tire strategic products	+100.0	+10.0	+27.0

⇒ expected to contribute to operating income increases, as planned in MTP2007

<2008 unit sales growth of tire strategic products (vs. PY)>



15

Related Initiatives in First Half of Fiscal 2008

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” in all products and services

(1) Enhance Strategic products

- Jun. 4 Bridgestone Shipments of RFT tires Top 10 Million
- Apr.18 Increase Production Capacity of Adhesive Film for Solar Modules
- Mar.21 Increase Production Capacity of Radial Tires for Aircrafts
- Jan.21 Increase Production Capacity at Thai Plant

(2) Reinforce fundamental competitiveness

- May.16 Business and Capital Alliances with Toyo Tire & Rubber Co., Ltd.

(3) Enhance Corporate Governance and CSR initiatives

- Jun. 5 Announces Action Plan for the "MAKE CARS GREEN" Initiative

2. To integrate and expand business domain with clear long-term strategy

- Jun.20 Introduces New Solution Business “Eco-value pack”
- Feb. 4 Acquire Shell Autoserv network in Asia

3. To achieve the truly global development, adopting SBU organization

4. To target the optimum management for the entire group, utilizing MTP

16

Related Initiatives in First Half of Fiscal 2008

(1) Business and Capital Alliances with Toyo Tire & Rubber Co., Ltd.

<Possible Business Alliance Areas>

1. Production-technology development
2. Procurement of Raw Materials, Other manufacturing components and Equipments
3. Cross Production
4. Logistics
5. Business Other than Tires
 - (1) Chemical and industrial products
 - (2) Automotive components



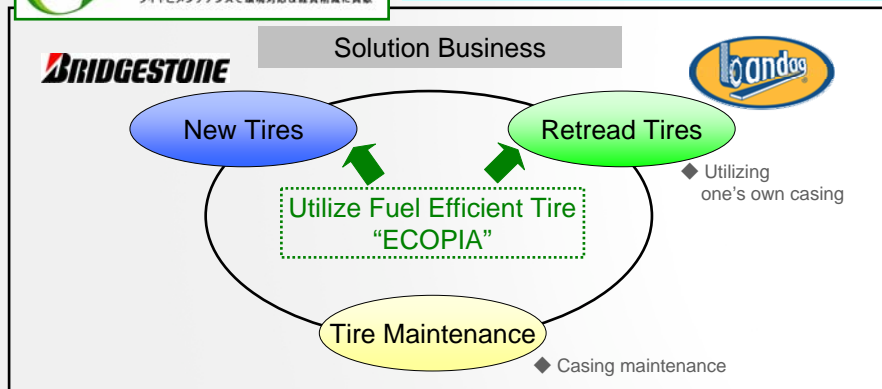
⇒ The project teams comprised both with Bridgestone and Toyo members have discussed the cooperation in the areas above since June and are scheduled to provide outline of the contents of business alliances by October this year.

Related Initiatives in First Half of Fiscal 2008

(2) Introduction of New Solution Business “Eco-value pack” in Japan



⇒ Contributing to enhancing the level of service and technology for customers, environmental management and global environment conservation while providing the great level of safety.



Related Initiatives in First Half of Fiscal 2008

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" in all products and services

(1) Enhance Strategic products

- Jun. 4 Bridgestone Shipments of RFT tires Top 10 Million
- Apr.18 Increase Production Capacity of Adhesive Film for Solar Modules
- Mar.21 Increase Production Capacity of Radial Tires for Aircrafts
- Jan.21 Increase Production Capacity at Thai Plant

(2) Reinforce fundamental competitiveness

- May.16 Business and Capital Alliances with Toyo Tire & Rubber Co., Ltd.

(3) Enhance Corporate Governance and CSR initiatives

- Jun. 5 Announces Action Plan for the "MAKE CARS GREEN" Initiative

2. To integrate and expand business domain with clear long-term strategy

- Jun.20 Introduces New Solution Business "Eco-value pack"
- Feb. 4 Acquire Shell Autoserv network in Asia

3. To aim for the true global development, adopting SBU organization

4. To aim for the optimum management for the entire group, utilizing MTP

19

Related Initiatives in First Half of Fiscal 2008

(3) Addressing new global environmental initiative

"MAKE CARS GREEN"

MAKE CARS GREEN



"The Automobile, Transport and the Environment Summit" on World Environment Day held in New Zealand, in June 5, 2008.

⇒ The goal of MAKE CARS GREEN initiative is to address global warming and to reduce the impact of motoring on the environment by promoting more environmentally-friendly and fuel-efficient driver behaviour by working together with Automobile Clubs of each country as well as by educating the Bridgestone Group members.

20

Related Initiatives in First Half of Fiscal 2008

(4) Enhancing eco-friendly products and businesses



ECOPIA EP100



Adhesive Film for Solar Modules
(EVA (ethylene vinyl acetate) film)

※Bridgestone Corporation is working to extend ratio(*) of Eco-friendly products in the company to 100% by 2014
(*Ratio based on passenger car tires for Japan domestic replacement market except for winter tires)

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.

END

BRIDGESTONE
PASSION for EXCELLENCE