

Bridgestone Motorsport's 60th Anniversary

Technology for Excellence

March 10, 2023

Bridgestone Corporation
Senior Vice President and Executive Officer, Global CTO

Masato Banno

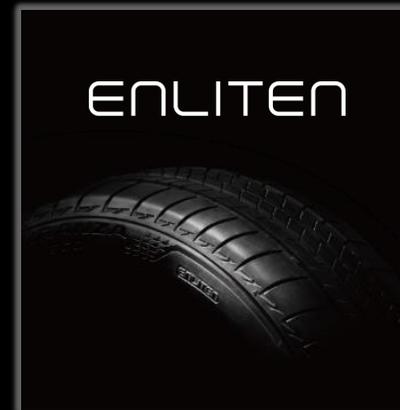
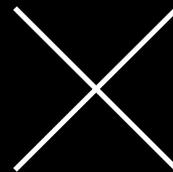
Bridgestone Motorsport Technology for excellence



Inspiring excitement
& spreading joy



Supporting motorsports
culture development



Sustainable
premium tires



Sustainable
solutions company

**Sustainable global motorsports -
Accelerator for sustainable premium tire development & innovation**

Creating motorsports tires



**What motorsports represents for Bridgestone:
"Developing talent" and "refining technology" through the challenge for excellence**

Motorsports for race "victories" – Developing talent –

Challenge for excellence

Developing engineers

Refine Bridgestone DNA in extreme conditions

Elevate
Sensibility

"Focus on quality"

"Respect for being on-site"

"Challenging spirit"

"Teamwork"

Commit to
victory

Foster professionalism

Ability to act based on
strong will and passion

Endless inquiring mind

Well-honed decisiveness

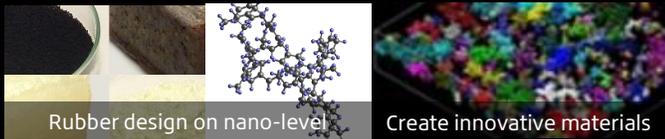
To be "faster" and "stronger"

Enabling "diverse talent to shine" through the challenge for excellence

Motorsports for race "victories" - Mastering rubber & mastering road contact -

Bridgestone 2.0

See ▶ Analyze ▶ Manage



Rubber design on nano-level

Create innovative materials

Design polymer composite on nano-level

Mastering rubber under extreme conditions

Mastering road contact under extreme conditions

Pursuit of grip ▶ Evolution of evaluation technology ▶ Refine

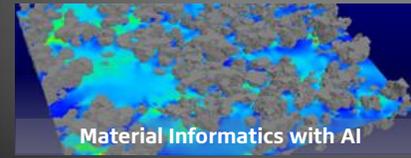


Bridgestone's original evaluation technology which enables visualizing the invisible

Bridgestone 3.0



Evolution of polymer composite technology



Material Informatics with AI

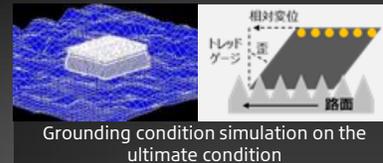
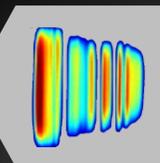
Material and compound simulation

Challenge for excellence, further refine technology

Real × Digital



Evolution of evaluation technology



Grounding condition simulation on the ultimate condition

Prediction technology

Support motorsports



Dan-Totsu motorsports tires

Pursuing "speed" and "trust"

Realize tire creation for victory, by further refining technology through the challenge for excellence

A new challenge for excellence – Sustainability –

Testing under extreme conditions ▶ Refine technology ▶ Expand technology to replacement tires

Gather sustainable tire technologies

Sustainable technologies

Applying cutting-edge technology developed in motorsports to replacement tires



Silica from rice husks
(reinforcing fiber for tires)



Recovered carbon black/
recycled rubber



Guayule
(diversification of natural rubber sources)



Refine sustainable technologies through the challenge for excellence

Pursuing excellence in sustainability



1. Reduce resources
(Reduce)

2. Circulate resources
(Reuse, Recycle)

3. Enhance and diversify
renewable material

Refine lightweight and wear technology

Refine recycling technology



Tire to Rubber
Tire to Raw Material

Ex. New race tires born
from used race tires



Refine natural rubber and guayule technology

Refine sustainable technologies through the challenge for excellence

Demonstrate sustainable technologies in extreme conditions

INDY tire development
Supplying tires derived from guayule

BWSC Tire development
Race specification for 2023
MCN* **60%**

Race concept tire development
Concept tire for four-wheels
MCN* **70%**
Confirmed lap time, wear performance and durability sufficient for races through development test racing using touring car vehicles

Concept tire for motorcycles
MCN* **50%**



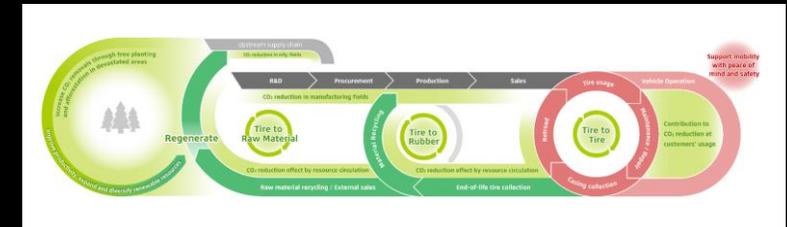
*MCN: Material circularity number (recycled & renewable material ratio)

Expand technology to replacement tires

“Creation of a new premium”

Achieve both environmental and driving performance toward a sustainable global premium brand

ENLITEN



Excel in sustainable premium tire development through sustainable global motorsports activities

Creating motorsports tires



Tires carry life

Extreme conditions

Thorough testing

"Developing talent"
"Refining technology"

Mastering

**What motorsports represents for Bridgestone:
"Developing talent" and "refining technology" through the challenge for excellence**

BRIDGESTONE
Motorsport

60th