



Priority Area

Mobility 



In the fast-changing world of mobility, the Bridgestone Group is pioneering solutions that benefit end-users, customers and society. High-performance mobility can improve quality of life in cities with better public transportation, reduced congestion and traffic-related accidents, and increased accessibility.

By using resources more efficiently, the Bridgestone Group can help deliver a safer and smarter transportation experience that also improves social and environmental outcomes across the globe.

The Group is delivering on its Mobility commitments by addressing accessible mobility, smart mobility and safe transportation.

To further advance this work, the Bridgestone Group is partnering, for example, with mobility and technology-focused venture capital firms Iris Capital in Europe and The Wesley Group in the U.S. In doing so, it is in a position to strengthen an open innovation strategy to nurture new mobility services and solutions.



Accessible Mobility

Bridgestone EMEA and its retail business, First Stop, are helping to make smooth, seamless mobility available through initiatives like the Ranger Mobility Solution in Spain.

Ranger Mobility Solution vans offer mobile tire maintenance, service and recharges, providing peace of mind for drivers and fleets interested in electric vehicles.

Development also continues in Japan on a **Precision Docking Tire and Curb** solution that improves a bus' proximity to the curb. By minimizing this gap with special barrier-free concept tires and next-generation curbstones, public transportation can be truly accessible for riders with physical challenges. This work was recognized with a Bridgestone Group Award in early 2019.

Bridgestone Americas and Bridgestone EMEA have also pioneered two commercial offerings to make the right tires quickly accessible to consumers.

- TireHub, formed in partnership with The Goodyear Tire & Rubber Company, provides most U.S. tire dealers and retailers with same-day delivery. This level of service is critical for these businesses to meet consumers' needs and expectations, while also reducing the need for and expense of on-site inventory.
- In Europe, MOBOX provides premium tires, a warranty for all tire damages, regular maintenance operations (i.e., oil, battery, brake, etc.) and other services for an affordable monthly fee. The all-inclusive subscription service—similar to that for mobile phone usage—provides convenience and peace of mind to the consumer.



Leadership Commitment



Gordon Knapp
Vice Chair and Executive Officer,
Bridgestone Corporation
Member of the Board, CEO
and President of Bridgestone
Americas, Inc.

“Around the world, how we get from place to place is changing rapidly. Transportation is literally driving economies and human progress. As a responsible corporate citizen, the Bridgestone Group is working to deliver a safer and smarter transportation experience while also improving social and environmental outcomes. We’ve prioritized this work and energized our employees around the Group’s ability to meaningfully contribute to a future sustainable society. The efforts and energy around *Our Way to Serve* will make a difference for our organization, communities, employees and environment for generations to come.”

Smart Mobility

Being able to travel greater distances using fewer resources is one example of smart mobility.

To help support the research and development that advances innovations of this nature, Bridgestone is again sponsoring the biennial [Bridgestone World Solar Challenge](#) in 2019 by providing tires to the solar car teams of engineering students from leading universities on the forefront of solar energy research.

Bridgestone Cycle developed new electric-assist bicycle technology with regenerative charging that extends travel distance without increasing battery capacity. The Company is introducing the new technology in all its dual-drive—or pedal-assist—bicycles in Japan.

Always looking toward the future, the Bridgestone Group is also exploring smart products that are part of a connected vehicle ecosystem, especially for commercial customers who need to track performance and safety in real-time. Bridgestone Americas has introduced **IntelliTire™** that includes a unique QR code that tracks, monitors and measures performance across

a tire's full lifecycle. Bridgestone EMEA launched **FleetPulse**, a three-in-one solution comprised of a mobile app, a centralized website and Tire Pressure Monitoring System hardware, helping fleets increase vehicles' uptime, while also keeping people and the roads safe. Bridgestone EMEA also acquired [TomTom Telematics](#). This acquisition builds on previous work at the Bridgestone Group to strengthen its digital capabilities and provides a reinforced footprint in mobility solutions. With demand for fleet-based mobility growing, fleet managers need a reliable and innovative partner to help them maximize their effectiveness and efficiency through increased productivity and minimized total cost of ownership. The Bridgestone Group and TomTom Telematics have the tools, insights and experience to fulfill those demands, creating a fleet solutions powerhouse that will lead the industry into the future of mobility.



Safe Transportation

The Bridgestone Group's safety mission statement—**Safety First, Always**—touches every aspect of the organization.



In 2014, Bridgestone introduced [DriveGuard](#) tires that are engineered to travel up to 80 kilometers/ 50 miles to safety after a puncture.

This work began in the 1980s in Japan when the Company introduced run-flat technology for vehicles used by people with physical disabilities and then began manufacturing the tires for mass-produced vehicles. As the Bridgestone Group works to continue to advance safety in transportation, it is now testing run-flat tires on automated driving systems at the Bridgestone proving grounds and, at the same time, working to ensure compliance with noise reduction regulations in Europe, Asia, Japan and other countries.

The Bridgestone Group also supports a number of road-safety initiatives around the world:

- At Bridgestone Americas' headquarters in Nashville, Tennessee, [Bridgestone Teens Drive Smart](#) is a free, half-day workshop that pairs classroom instruction with behind-the-wheel driving exercises, with activities focused on eliminating distracted driving behaviors and improving practical driving skills. More than 4,300 teens have participated since the program was launched in 2010.
- In Australia/New Zealand, the Bridgestone Group **road safety education workshops**, that attract more than 50,000 high school students each year, lay the foundation for safe road use throughout their lives.
- In Colombia, Costa Rica, the Dominican Republic and Mexico, the Bridgestone Group employees conduct [Think Before You Drive](#) programs to promote driver safety in partnership with schools, universities and government agencies. Since 2016, they have reached more than 31,000 students.
- Bridgestone India organized eye-check camps for commercial drivers at 24 fleet locations across the country and distributed 1,085 powered spectacles to needy drivers.
- Bridgestone EMEA Technical Center employees in Rome, Italy volunteered for the **CulTire** program and educated more than 175 high school students on road safety, driving behaviors and tire maintenance.
- In Indonesia, Bridgestone's **Ban Sehat, Anda Selamat** **tire-safety campaign** has educated more than 17,000 people on road safety and tire maintenance over 10 years.

More information on the Bridgestone Group's commitment to Mobility is available [online](#).

Leadership Commitment



Akihiro Eto
Member of the Board
President, COO and
Representative Executive Officer,
Bridgestone Corporation

“One of the Bridgestone Group’s strengths is the passion of its teammates for its Mission of “Serving Society with Superior Quality.” This is crystalized in *Our Way to Serve*, which inspires us to accelerate our solutions business approach to respond to the expectations of a changing society. The Group will continue working to provide true value to society and its customers by leveraging its assets, including service channels, advanced technologies and products. I am dedicated to continuously improving our capabilities to further enhance our competitiveness and differentiation. Collectively, the Group is committed to achieving the essential transformation of our organization to prepare it for future opportunities and challenges.”