

# Quality and Customer Value

## Mission: Creating customer value and trust

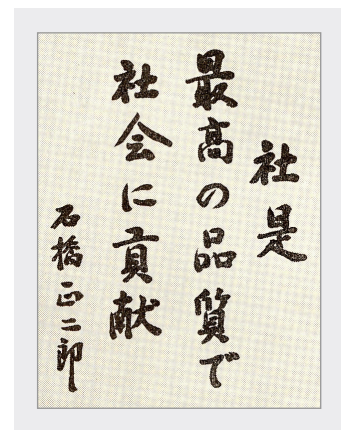
To create a global framework in collaboration with all related Bridgestone Group entities and stakeholders to proactively identify, prioritize and address customer quality issues in keeping with the intentions of our founder to “Serve Society with Superior Quality.”

Fifty years ago, when Bridgestone earned the Deming Prize for Total Quality Management (TQM), its quality journey truly began. Since that time, society and the Company have changed a great deal. But the Bridgestone Group has never wavered in its commitment to continuous improvement. In 2015, the Quality Mission Statement—Creating Customer Value & Trust—was established and translated into 20 languages and enhanced across the enterprise. As a reminder for employees, the Group’s commitment is posted in all locations.

Today, quality is not a department at the Bridgestone Group, it is an outcome of thoughtful planning and execution; it is a business principle, not only a product principle. This is why the Group’s cross-functional Quality Management System Task Force’s work overseeing the Global TQM<sup>22</sup> Culture of Continuous Improvement, including the “QMK”<sup>23</sup> approach to problem solving, was recognized with a Bridgestone Group Award in 2019.

Each year since 2010, the Group has held an annual Bridgestone Group Global TQM Conference. The meeting helps cultivate quality awareness and raise the level of TQM activities across the organization by sharing best practices. More than 325 employees from around the world attended the 2018 conference where 16 projects selected from more than 100 qualifying events were showcased.

More information on the Bridgestone Group’s commitment to Quality and Customer Value is available [online](#).



<sup>22</sup> TQM is an acronym for total quality management. Bridgestone’s TQM conferences serve as an opportunity for sharing information about superior workplace improvement activities in order to raise organization-wide quality awareness and enhance future TQM activities. In 2010, the Bridgestone Group began holding global-scale TQM conferences.

<sup>23</sup> QMK is an acronym that combines quality control and mondai kaiketsu (problem solving) to encourage problem solving through quality control.

## Leadership Commitment



**Shuichi Ishibashi**  
**Vice Chair and Representative**  
**Executive Officer,**  
**Bridgestone Corporation**

Responsible for GBS  
(Global Business Support)  
Concurrently responsible for  
Technology and Quality Management

**“As the Bridgestone Group transitioned 50 years ago to Chapter 2 in its history—modernizing its management structure and governance—it also established its Mission, “Serving Society with Superior Quality.” This commitment to quality is based on the belief that only a company that fundamentally operates with quality principles can create quality products and services. This requires the Group to strive for superior quality at all levels, including the quality of its management. This and all aspects of quality are included in the Management Fundamentals of *Our Way to Serve*. All members of the Bridgestone Group work together across its value chain to create common value for society and customers.”**