

“THE BRIDGESTONE ESSENCE” AND “VISION”

Bridgestone’s Past and Future

MISSION

Serving Society with Superior Quality

Bridgestone, founded in 1931, has grown into a global tire and rubber and solutions company. It has done so through ceaseless efforts and strategic measures, including mergers and acquisitions.

In 1968, the company motto (Mission), “Serving Society with Superior Quality,” was created. In 2011, Bridgestone redefined the Bridgestone Essence so all employees around the world follow common values. Today, the Group’s Mission & Foundation Framework (the Bridgestone Essence; Safety, Quality & Environmental Mission Statements; and its Global CSR commitment, *Our Way to Serve* started in 2017), remains unchanged and continues to guide the business forward.

1931 –

BRIDGESTONE 1.0

Foundation

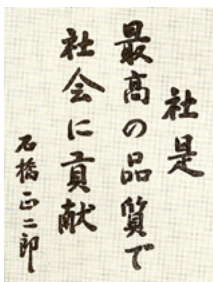
Tire & Rubber

MANAGEMENT

Founder’s charismatic management

CORPORATE PHILOSOPHY

Bridgestone’s DNA



Corporate Motto (1968)



The Deming Prize (1968)

1988 –

BRIDGESTONE 2.0

A Global Company

Tire & Rubber X Tire Centric Solutions

MANAGEMENT

Global Management team
Global Executive Committee (Global EXCO) started (2013)

CORPORATE PHILOSOPHY

Evolved with changing times and business expectations



Refined the Bridgestone Essence (2011)

Safety Mission Statement (2012)

Quality Mission Statement (2015)

Environmental Mission Statement (2017)

Our Way to Serve

BUSINESS

Globalization
Start solutions business — preparation for Bridgestone 3.0

Firestone

Merger (1988)

bandag

Merger (2007)

webfleet solutions

Acquisition (2019)

VISION

Toward 2050, Bridgestone continues to provide social value and customer value as a sustainable solutions company.

As the Bridgestone Group looks forward to the 100th anniversary of its founding in 2031 as a milestone for its progress, it will continue to provide social and customer value through 2050 and beyond. It is important to note that “Serving Society with Superior Quality” (its Mission within the Bridgestone Essence) is always a crucial foundation in fulfilling the Group's vision for the future.

2020 –

BRIDGESTONE 3.0

A Sustainable Solutions Company

Tire & Rubber X Tire Centric Solutions X Mobility Solutions

NEW CHAPTER

2020 as Bridgestone's starting point for new value creation toward 2050 and beyond

SUSTAINABILITY

A core management principle

GLOBAL DEVELOPMENT OF BRIDGESTONE T&DPaaS

The Bridgestone Group will promote “Bridgestone T&DPaaS,” a unique solutions business platform and provide solutions to solve issues of society and customers. The Group will build a sustainably based business model and promote a new growth strategy, evolving into a solutions business leveraging the strengths of its tire and rubber business.

Toward 2050, the Bridgestone Group will provide continued social and customer value as a sustainable solutions company.

