

Bridgestone Group Awards 2020

The Bridgestone Group Awards recognize innovation and continuous improvement toward the management goal of being a truly global company and Dan-Totsu (the clear and absolute leader) in all aspects of its business.

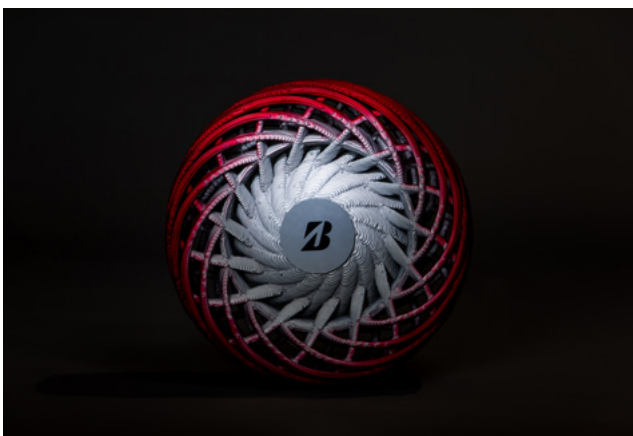
All Bridgestone Group organizations and employees are eligible for the Awards, which represent the highest level of recognition within the organization. Based on the Group's CSR commitment, *Our Way to Serve*, the awards include five categories: Achievement, Mobility, People, Environment and Management Fundamentals. The Bridgestone Group Awards 2020 winners are listed below and included within this Sustainability Report.

Achievement

**Bridgestone Corporation,
Bridgestone Asia Pacific Pte. Ltd.,
Bridgestone Australia Ltd.**
Global Activation of Bridgestone World Solar Challenge
(see [page 42](#))



Bridgestone Corporation
Innovative Tough Rubber Development (see [page 17](#))



More information on the Bridgestone Group Awards is available [online](#).

Mobility

Bridgestone Europe NV/SA
Solution Journey : Development of New Solution Business
Operating Model (see [page 14](#))



People

Bridgestone Retail Operations, LLC
Automotive Service Educational Program for High School Students
Bridgestone Corporation
Contribution to Local Society with Technology and Teammates

Environment

Bridgestone Tire Manufacturing (Thailand) Co., Ltd.
Non-Thermal Plasma: A New Technology for Effective Odor
Control with New Technology
Bridgestone Corporation
Development of New Technology for Sustainable Use of
Rare Resources

Management Fundamentals

Brisa Bridgestone Sabancı Lastik Sanayi ve Ticaret A.Ş.
Digital Transformation for Effective Operation
Bridgestone India Private Ltd.
Acceleration of OE Tire Development in India