

For Immediate Release

Tire Technology International names Bridgestone ‘Tire Manufacturer of the Year’

- **The Tire Technology International Awards for Innovation and Excellence 2024 recognized Bridgestone as the winner in the most coveted category**
- **The 2024 award is a recognition for Bridgestone’s efforts in innovation and sustainability within the tyre industry**



BRUSSELS, April 15, 2024 — Bridgestone, a global leader in premium tyres and sustainable mobility solutions, has been named ‘Tire Manufacturer of the Year’ at the Tire Technology International Awards for Innovation and Excellence 2024. This acknowledgment underscores Bridgestone's unwavering commitment to innovation, sustainability, and excellence within the tyre industry.

The judges – who included specialists from the tyre sector and academic institutions – chose Bridgestone for the event’s main prize because of several factors, such as the introduction and use of ENLITEN Technology, and the environmental actions at its production sites.

Bridgestone’s ENLITEN technology has been developed to maximise safety and provide

outstanding tyre performance for drivers, while improving the sustainability characteristics of tyres and making them EV-ready. Sustainability is at the core of Bridgestone's business strategy. This is demonstrated by its ENLITEN technology, along with investments in green and smart manufacturing and innovations like Virtual Tyre Development.

Mattia Giustiniano, Vice President of Research & Development at Bridgestone EMEA, who accepted the award on behalf of the company, said: “To be recognised as Tire Manufacturer of the Year – in an award ceremony celebrating innovation and excellence – is a true honour and brings further validation to our strategy at Bridgestone. Our ENLITEN technology plays a pivotal role in this, and we will keep providing customised tyres for our drivers according to their needs whether in motorsports or on the road.”

“Everything we do, from our research and development to our high-quality tyre range, and the bigger part we’re taking in the future of mobility, shows that we operate in a sustainable way following the Bridgestone E8 Commitment. It’s through the lens of this eight-value corporate commitment that we’re working to foster a more sustainable world for all – while honouring Bridgestone’s legacy in performance and innovation.”

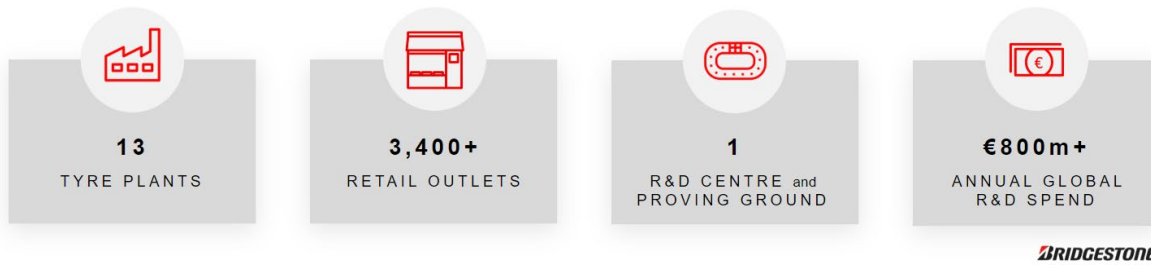


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About Bridgestone in Europe, the Middle East and Africa

Bridgestone in Europe, the Middle East and Africa (Bridgestone EMEA) is the regional Strategic Business Unit of Bridgestone Corporation, a global leader in tyres and sustainable mobility solutions.

Headquartered in Zaventem (Belgium), Bridgestone EMEA employs more than 14,000 people and conducts business in 35 countries across the region.



Bridgestone offers a diverse portfolio of premium tyres, tyre technologies and advanced mobility solutions. The company's vision is to provide social and customer value as a sustainable solutions company. The Bridgestone E8 Commitment is a broad, global corporate commitment that clearly defines the value the company is promising to deliver to society, our customers and future generations in eight focus areas; Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease and Empowerment. These provide a compass to guide strategic priorities, decision making and actions throughout every area of the business.

For more information about Bridgestone in EMEA, please visit our [newsroom](#) and www.bridgestone.com <http://www.bridgestone-emia.com> / <http://press.bridgestone-emia.com/>. Follow us on [Facebook](#), [Instagram](#), [YouTube](#), [Twitter](#) and [LinkedIn](#).

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