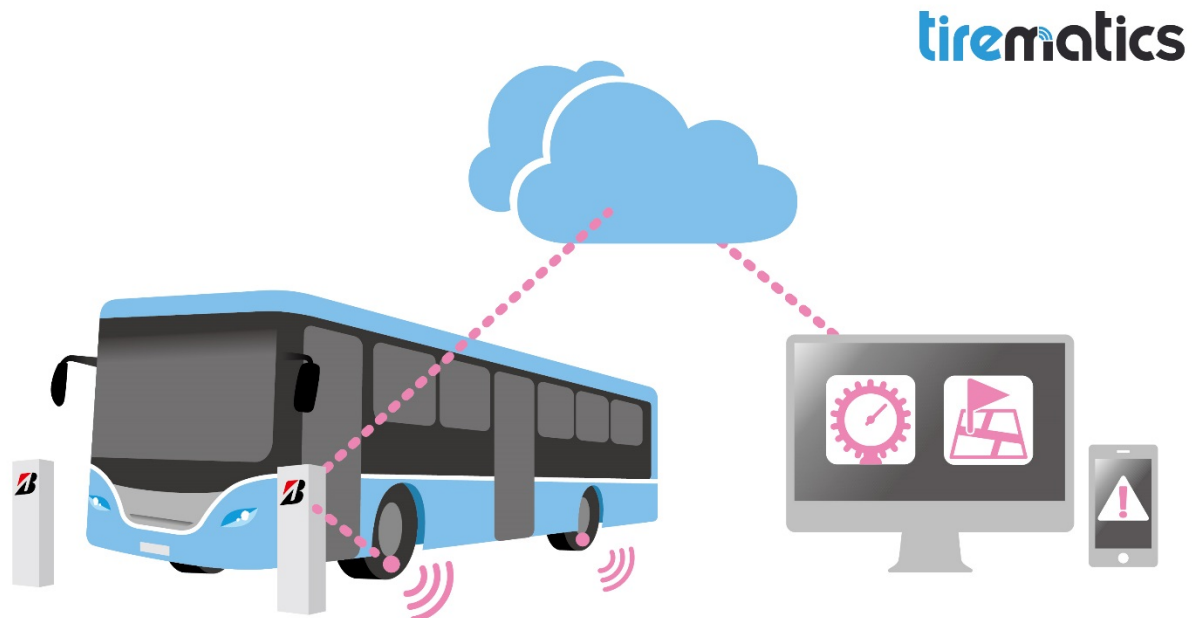


For Immediate Release
Contact: Media Center
(65) 6540-4000

Bridgestone Tirematics Solution for Yard Management Piloted in Asia Pacific

18th January, Singapore – Today Bridgestone announced the launch of a pilot of its Tirematics solution for yard management in the Asia Pacific region. Using the latest IoT and Cloud technologies, Tirematics facilitates fleet management and enhances operational efficiency. This solution is initially being deployed in Singapore and Thailand.

Tirematics solution for yard management is a comprehensive package that includes a full range of premium fleet solution services to address customers' needs. The combination of sensors and a new cloud-based engine enables real-time monitoring of tyre pressure and temperature, with a high degree of accuracy and instant alerts when vehicles enter the depot. The system automatically alerts service managers and drivers via email or SMS when abnormal tyre air pressure and/or temperature is detected. This enables Bridgestone to positively impact our customers' daily business operations through reduction of tyre maintenance costs and occurrences of tyre-related breakdowns.



Tirematics solution for yard management system

Since 2013 Tirematics Solution has been successfully deployed in Europe as part of its fleet service programme. The launch in Asia Pacific region comes with multiple new enhancements and a scalable proprietary cloud-based engine. These new enhancements aim to reduce investment and simplify requirements. The next-generation Tirematics solution for yard management in Asia Pacific is a practical, cost effective fleet-oriented solution that positively impacts fleet operation.

Linked with our new cloud-based engine, Tirematics provides integration with Toolbox, (*Bridgestone's proprietary application for tyre audit and performance tracking with CRM*) to deliver end-to-end asset management capabilities to our customers. Toolbox allows customers to instantly access tyre information to analyse and make informed decisions on optimal tyre maintenance and selection.

"Digital Innovation is at the core of Bridgestone's business and through solutions such as Tirematics solution for yard management, we aim to deliver value to our customers by proactively anticipating and addressing their needs and expectations," commented Tao Yang, General Manager of Commercial Marketing Department, Bridgestone Asia Pacific Pte. Ltd. "We see great potential for Tirematics solution for yard management in Asia Pacific and expect to expand this solution gradually across the region in the coming months."

For more information, please contact

Lim Tsu Ern
FleishmanHillard Singapore
+65 6424 6369

About Bridgestone:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

In the Asia Pacific region, Bridgestone locates its regional headquarters in Singapore, overseeing the operations of tire production and sales facilities, as well as supplying its products across more than 25 countries in the region. Bridgestone Asia Pacific plays a key role in facilitating this large and growing market as it contributes significantly to the entire Bridgestone Group.

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