

Bridgestone Releases Sustainability Report 2017-2018

Report showcases progress towards advancing the Bridgestone Group's corporate social responsibility goals

TOKYO (June 25, 2018) - Bridgestone Corporation (Bridgestone) today announced the release of the Sustainability Report 2017-2018 for Bridgestone Group (Group). As the world's largest tire and rubber company, this report reaffirms the Group's corporate social responsibility (CSR) commitment, "Our Way to Serve," which provides a framework for how Bridgestone does business, develops products and interacts with customers and the communities it serves.

"The Bridgestone Group continues to work towards a sustainable society," said Masaaki Tsuya, Member of the Board, CEO and Representative Executive Officer, Bridgestone Corporation. "We will continue to work toward that goal by identifying and implementing new business models, such as becoming a solutions provider. This will create common value for our customers and society."

The Bridgestone Group's Sustainability Report 2017-2018 shares the commitment of the Group and its employees to "Our Way to Serve" and to leveraging innovation and technology to improve the way people move, live, work and play. The report highlights efforts from around the globe and progress made against both short- and long-term goals across the Priority Areas: Mobility, People and Environment, in addition to progress against the Management Fundamentals, which are defined in "Our Way to Serve." The report also shares the interview of the outside director about the features of the Group's corporate governance.

The report also outlines how the Group is aligning its business strategy with the Sustainable Development Goals (SDGs). It further articulates progress towards 2020 targets, including a number of environmental goals. Highlights of progress in 2017 include:

- 34% reduction in water intake per unit (compared to 2005)
- 37% improvement in resource productivity (compared to 2005)
- 35% reduction in CO₂ emissions per net sales from operations and products' after-use (compared to 2005)
- 19% reduction in tire-rolling resistance (compared to 2005)

“Serving Society with Superior Quality” is the mission of Bridgestone Group. The Sustainability Report 2017-2018 exemplifies the Group’s commitment to its responsibility to future generations as a global leader in its industries.

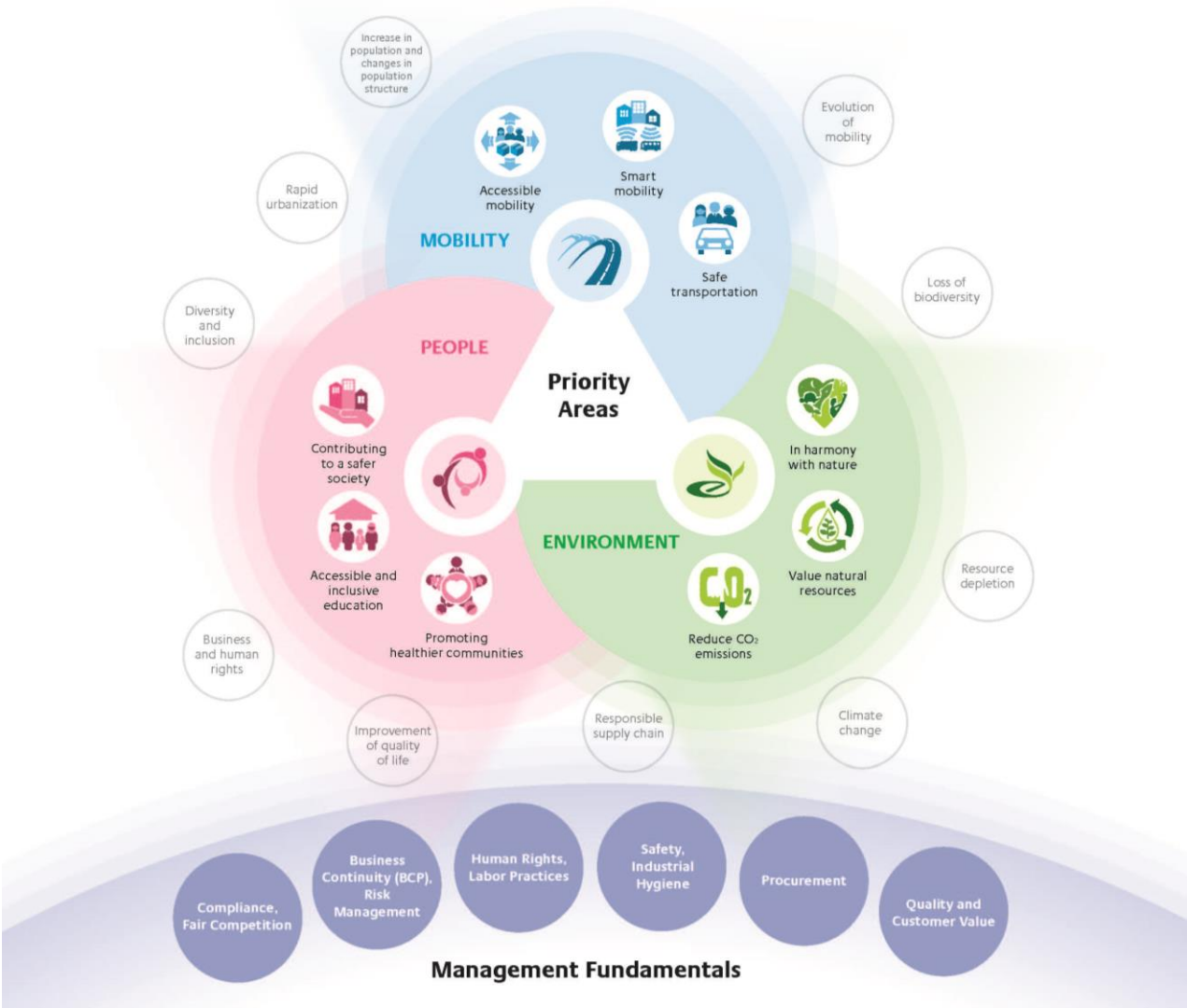


Bridgestone Group’s Sustainability Report 2017-2018:

<https://www.bridgestone.com/responsibilities/library/index.html>

*Sustainability Report is in accordance with the Core option of the Global Reporting Initiative (GRI) Standards.

Priority Areas and Management Fundamentals defined in “Our Way to Serve”



Related links:

Bridgestone's CSR web page

<https://www.bridgestone.com/responsibilities/index.html>

Bridgestone's Our Way to Serve special web page

<https://www.bridgestone.com/responsibilities/ourwaytoserve/index.html>

About Bridgestone:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tyre and rubber company. In addition to tyres 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.

- End -