

Bridgestone Launches ‘B-Active’ to empower community

Strengthening Health and Well-being in Buriram



[Buriram] Thai Bridgestone Co.,Ltd., a subsidiary of the world’s largest tyre and rubber Company has launched “**B-Active**”, a new CSR campaign, as part of its 50th anniversary of Bridgestone in Thailand. The campaign aims to support people’s health and wellbeing by providing safer public parks for the community.

Hideyuki Takeda, Managing Director of Thai Bridgestone said: “We want people to have better health and a quality of life and one way to do this is to encourage people to do more physical activity. We believe that when the local community is strong, the society will also become strong.”

Mr. Takeda added: “We want to provide a better and safer workout space for the community because we believe that we are all influenced by the environments that we operate in and quality of the environment plays a big role in our physical activity.”

B-Active park is a multipurpose public park located outside Wat Isan, a temple in Buriram. This park was renovated by Bridgestone with support from Buriram municipality, Cockpit Buriram Seree and the local community. What makes B-Active park a better and safer space is that it uses recycled rubber from Bridgestone recycled tires as ground cover. Compared with hard surfaces

like concrete or cement, rubber surfaces are softer and safer. It reduces risk of people's injuries while they are doing their workout or other activities.

"B-Active park is a multipurpose park that was created to meet the needs of the local community. As we don't yet have the budget for; Bridgestone step in means we can really act upon the demands and satisfy the needs of the people. It provides many benefits, not only as a workout space but also for other activities such as community events and small gathering." said Yuttachai Pongpanich, Deputy Mayor of Buriram.

Bridgestone has also organized training sessions, led by expert in sports science from the College of Sports Science and Technology Mahidol University, to provide better knowledge to the community about how to exercise correctly and safely. Furthermore, the program drove awareness and promoted sustainability through community exercises both on the field and online through sharing stories from the B-Active program on various social media platforms to the community.

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 supporting goods. Its products are sold in over 150 nations and territories around the world.

In Thailand, Bridgestone has managed to achieve sustainable growth and success through great confidence from end-users, dealers, and automotive manufacturers since its production 50 years ago. Through our history, the company has shown great determination to research, invent, and create excellent products that are suitable for domestic use. Additionally, together with well selected raw materials, state-of-the-art production facilities and machines, and highest standard of quality control, these enable Bridgestone to journey on the same path with the corporate mission-"Serving Society with Superior Quality"

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