

For Immediate Release  
Contact: Media Center  
+81-3-6836-3333

BRIDGESTONE CORPORATION  
Public Relations  
1-1, Kyobashi 3-chome  
Chuo-ku, Tokyo 104-8340, Japan  
Tel : +81-3-6836-3333  
Fax : +81-3-6836-3184  
<http://www.bridgestone.com/>

## BRIDGESTONE UNVEILS “OUR WAY TO SERVE” AND FOCUSES SCALE AND EXPERTISE ON ADVANCING GLOBAL CSR WORK

*World Challenges Around Mobility, People and Environment Serving as Priority Areas*

**TOKYO (March 29, 2017)** – Bridgestone Corporation (Bridgestone) today unveiled a refined global corporate social responsibility (CSR) commitment, “Our Way to Serve,” centered around three priority areas: Mobility, People and Environment. The new commitment builds upon a decade of progress and learning via Bridgestone’s initial CSR program, the 22 CSR Focus Points. “Our Way to Serve” reflects the company’s longstanding philosophy of Serving Society with Superior Quality and a recognition that the best companies not only perform for their stakeholders, but also contribute to a better world.

“We live in a time of unprecedented global change. Whether growing social inequalities, the myriad impacts of globalization, or the effects of climate change – the world is faced with many great challenges,” said Masaaki Tsuya, Global CEO and Representative Executive Officer, Bridgestone Corporation. “Our team has always embraced its responsibility to help advance sustainable development and solve world problems, but is now focusing on Priority Areas that can best be impacted by Bridgestone’s leading scale and unique knowledge.”

Through innovative technology, Bridgestone is committed to providing easier, safer, smoother and more seamless mobility for its customers. Building on the enthusiasm of its employees to connect with people worldwide, the company is also focused on building safer and healthier communities, and improving access to education. With regard to the environment, Bridgestone continues to work toward a sustainable society by operating in harmony with nature, valuing natural resources, and reducing carbon dioxide emissions.

“Bridgestone is a global leader because our employees around the world apply creative thinking and advanced technology to improve the way people move, live, work and play,” Tsuya added.

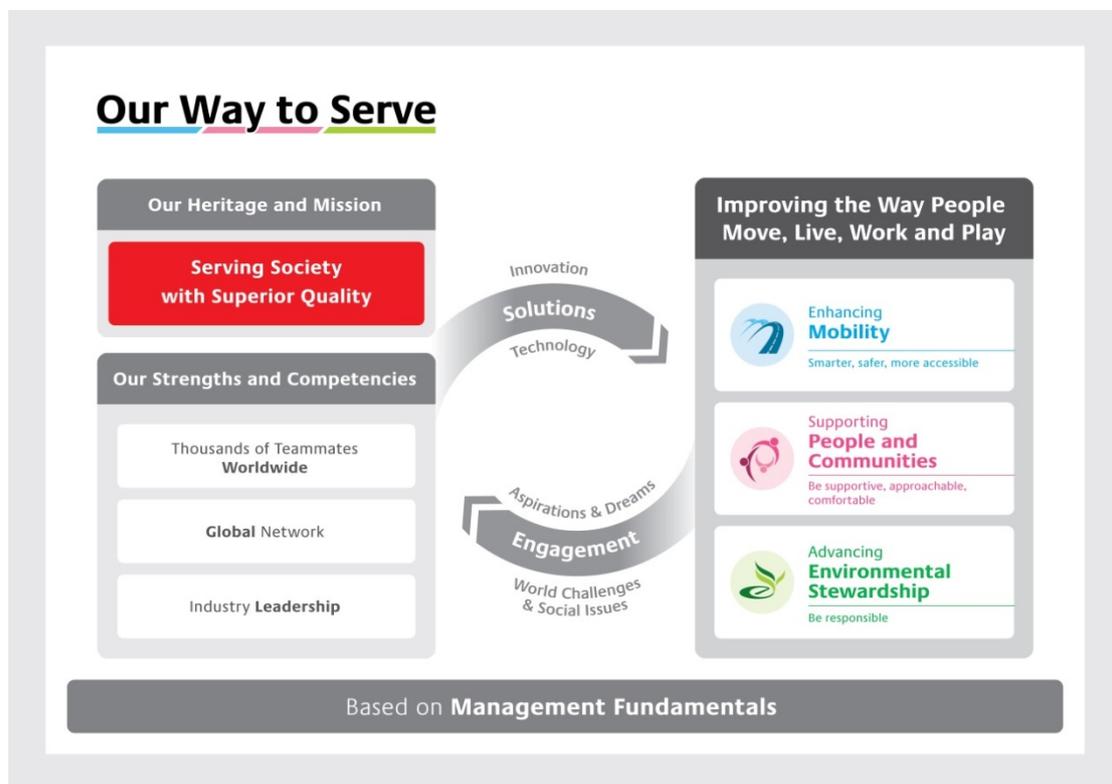
During 2017, Bridgestone employees will be working diligently to refine Environment targets and establish measurable Key Performance Indicators (KPIs) for the Mobility and People Priority Areas based on best practices and key stakeholder engagements.

Along with the new Priority Areas, Bridgestone is also strengthening basic governance, compliance

and behavioral characteristics expected of any responsible company. These common principles - or Management Fundamentals at Bridgestone – cover:

- Compliance, Fair Competition
- Human Rights, Labor Practices
- Procurement
- Business Continuity (BCP), Risk Management
- Safety, Industrial Hygiene
- Quality and Customer Value

Conducting business in more than 150 countries, Bridgestone believes in the importance of building relationships with and contributing to the local communities where it operates. In its Sustainability Report, Bridgestone highlights efforts toward creating safer, healthier and more sustainable communities.



To learn more about CSR commitments from Bridgestone:

- Visit Bridgestone’s Our Way to Serve special web page for more detail <http://www.bridgestone.com/responsibilities/ourwaytoserve/>
- Visit Bridgestone’s CSR web page for general information <http://www.bridgestone.com/responsibilities/index.html>
- Read Bridgestone’s 2015 Sustainability Report for more detail on sustainability activities <http://www.bridgestone.com/responsibilities/library/pdf/sr2015.pdf>
- Bridgestone’s recent achievements in sustainability awards <http://www.bridgestone.com/corporate/news/2017021501.html>  
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**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.