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BRIDGESTONE INVESTMENT IN FIRST OLYMPIC GAMES PROPELS BRAND AWARENESS AND ENGAGEMENT AMONG HUNDREDS OF MILLIONS

TOP Olympic Partner, Ready for Expansion of Rights Globally in 2017

TOKYO (August 31, 2016) -- With the close of the Rio 2016 Olympic Games and the passing of the Olympic Flag from Rio to Tokyo, Bridgestone Corporation (Bridgestone) today highlighted details of its successful first Games as a TOP Olympic Partner and proud supporter of the Olympic Movement. A Worldwide Olympic Partner since June 2014, the world's largest tire and rubber company executed a major integrated marketing campaign, engaged tens of thousands of global Bridgestone teammates, actively supported several Olympic athletes and hopefuls, became a founding partner of the Olympic Channel, supported golf's return to the Olympic Games through a partnership with the International Golf Federation (IGF), and contributed to Rio 2016's legacy in Brazil through youth education and sport programming.

"Bridgestone enjoyed a valuable and exciting experience at Rio 2016, and our company is truly inspired to continue building upon the strong foundation we've established around our first Olympic Games. We will continue to leverage the Olympic platform to build our brand, inspire and reward our teammates worldwide, and unify our operations to become a truly global company," said Masaaki Tsuya, CEO and Representative Executive Officer, Bridgestone Corporation. "As Rio 2016 was our first Olympic Games, we have only just begun to reach worldwide teammates and stakeholders in key markets in new ways with the universal Olympic Spirit. As a global company with founding roots and headquarters in Japan, we are equally excited about the enormous opportunity that comes with the next three Olympics being hosted in Asia."

"We have more than 90 years of history in Brazil, so it was a tremendous opportunity for us to engage our many stakeholders in the host country and support the first-ever Olympic Games in South America," said Christine Karbowski, Chief Administrative Officer and Executive Vice President, Bridgestone Americas, Inc. "Beginning in 2017, Bridgestone has full rights to activate globally, and as our partnership continues, we will be seeking ways in which we can support the staging of the Games by equipping Olympic host countries and athletes with innovative products, services and expertise."

In addition to the company's support of the Olympic Movement as an Official Worldwide Partner, Bridgestone Corporation is a Tokyo 2020 Paralympics Gold Partner and will support the Japanese Paralympic Team through 2020, and Bridgestone Americas is serving as a partner of U.S. Paralympics through 2024. Bridgestone's respect for diversity closely aligns with the core values of the Paralympic Movement, which is focused on creating a more inclusive society through sport and celebrating a passion for performance at the highest level.

For the Olympic Games Rio 2016, Bridgestone was granted activation rights in, and focused its efforts on, four countries: Brazil, Japan, the United States and South Korea. Significant results related to Bridgestone's Rio 2016 programming include:

- Television ad campaigns that reached an estimated 463 million viewers through broadcast packages in Japan, Brazil and the U.S.
- More than 400 out of home Olympic ad placements throughout the city of Rio de Janeiro and at its airport, including wall-scapes, billboards, street signs, taxis, busses, airport carts, and more
- Bridgestone ranked in the top-tier among all sponsors for media brand mentions in the U.S. (Source: Adweek)
- Approximately 110,000 visits to the Bridgestone Performance Institute online in the U.S. and Brazil
- More than 150 pieces of internal communications content created to inspire, inform and engage Bridgestone teammates in six months leading up to and during the Games
- Approximately 7,000 fans visited the interactive Fan Zone at the Olympic Golf Course, presented exclusively by Bridgestone
- Hosted many guests from 15 countries and speaking 12 languages as part of the company's hospitality program in Rio
- Bridgestone products and branding were on display on the Bridgestone Patio at USA House in Rio, which welcomed thousands of athletes, media members, officials and business partners during the Olympic Games.

Bridgestone's Rio 2016 Activations

Chase Your Dream

Bridgestone's global manifesto for the Olympic Games, entitled "Chase Your Dream," was created to guide the company's efforts around its Worldwide TOP Olympic Partnership. Highlighting the pursuit of performance that Bridgestone shares with the Olympic Movement, the manifesto came to life at the Rio Games through a television advertising spot that aired during broadcasts in Japan, as well as online through social media in South Korea and Brazil. The campaign, which honors the commitment necessary to stay the course and realize one's dreams, also was visible in Brazil through more than 400 out-of-home placements across the host city of Rio.

Built to Perform

The centerpiece of Bridgestone's marketing program in the U.S. and Brazil was its television campaign entitled "Built to Perform," which highlights the parallels between elite athletic performance and Bridgestone tire innovation. The execution includes compelling television spots that illustrate the concept that world class athletes and tires are not "born," but are "built."

As part of the integrated marketing program, "Built to Perform" drove viewers and fans to the [Bridgestone Performance Institute](#). This digital brand experience creates interactive parallels between elite athletic performance and Bridgestone tire innovation, and features two primary points of engagement – Anatomy of Performance and Behind the Performance. Through immersive videos and content, as well as inspirational, first-person insight from some of the world's best athletes, drivers are able to interact with the Bridgestone brand.

The “Built to Perform” campaign and Bridgestone Performance Institute will continue to run through the Rio 2016 Paralympic Games, where Will Groulx, a member of Team Bridgestone, will represent the U.S. in para-cycling this September.

Retail Store and Dealer Promotions

In Japan, Korea and Brazil, stores and dealers activated around the company’s Worldwide TOP Olympic Partnership with store displays, decorations and special discounts leading up to and during the Rio 2016 Olympic Games. Bridgestone Americas also ran a U.S. retail marketing program in partnership with the United States Olympic Committee and Olympic Track & Field legend Michael Johnson that included internal training platforms and sales incentive programs at retail and affiliated dealer network locations. The campaign also included a Games-time promotion that rewarded customers with daily gold, silver and bronze level prizes for purchasing select Bridgestone tires.

Golf Fan Zone presented by Bridgestone

Bridgestone teamed up with the International Golf Federation (IGF) to serve as the exclusive, presenting partner of the interactive Fan Zone located on-site at the Olympic Golf Course in Rio. Bridgestone provided all of the clubs, balls, bags, gloves and associated golf equipment for the experience so fans could enjoy the sport up-close by taking swings, making putts and experiencing the sport during the Games. The equipment was donated to the Brazilian Golf Confederation and will be used in the organization's efforts to help promote and grow the sport.

Support of Olympic Athletes and Hopefuls

In the U.S., Bridgestone Americas partnered with Meb Keflezighi (marathon), Aly Raisman (one gold and two silver medals in gymnastics), Kelley O’Hara (soccer), Cullen Jones (swimming), Khatuna Lorig (archery) to represent the brand as members of Team Bridgestone. In addition, Bridgestone was also excited to celebrate the performances of several athletes who represent the company outside of the Olympic Games, including Japan’s Yuta Ikeda (golf), Kohei Uchima (cycling) and Ai Ueda (triathlon), the USA’s Matt Kuchar (bronze medalist in golf) and Stacy Lewis (golf), and Spain’s Lidia Valentin (bronze medalist in weightlifting) and Sergio Rodriguez Gomez (bronze medalist in basketball).

Olympic Channel

Bridgestone was announced by the International Olympic Committee (IOC) as the first Founding Partner of the Olympic Channel on August 15. The new, ground-breaking digital platform launched worldwide Sunday, August 21 after the Closing Ceremony and allows fans to experience the power of sport and the Olympic Movement year-round. Bridgestone’s Olympic Channel partnership extends through 2020 and begins with the brand serving as presenting sponsor of “Against All Odds,” a new series that follows eight athletes who have overcome adversity to reach their goals.

Transforma Education Program

Bridgestone contributed to the social legacy of Rio 2016 through its work with *Transforma*, the official education program of the Rio Organizing Committee (ROCOG). Through Bridgestone’s support, Transforma expanded its reach to provide training sessions for physical education teachers in Santo André (SP) and Camaçari (BA) – two cities in which the company maintains operations. The training sessions were led by Rio 2016 sports professionals and offered new techniques for using Olympic sports to create interactive educational opportunities.

In addition, Bridgestone reached more than 270,000 students through the creation of digital training modules for sustainability practices related to water, waste, animals and conscious consumption, as

well as four television programs focused on sport and education. Bridgestone also helped organize sports festivals in these two communities that helped more than 1,200 students and 100 teachers engage with new Olympic and Paralympic sports, including diving, badminton, judo, table tennis and karate, among others.

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About Bridgestone Corporation:

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.

About Bridgestone Corporation's Worldwide TOP Olympic Partnership

Bridgestone Corporation proudly signed on as an official Worldwide TOP Olympic Partner of the International Olympic Committee (IOC) on June 13, 2014. The 10-year partnership will see Bridgestone Corporation serve as one of only 12 TOP partners at the upcoming Olympic Games Rio 2016, the PyeongChang 2018 Olympic Winter Games, the 2020 Olympic Games in Tokyo, where the company's global headquarters are located, the Beijing 2022 Olympic Winter Games, and the 2024 Olympic Games. The partnership also includes support for the next three Youth Olympic Games. The long-term commitment to the Olympic Movement furthers Bridgestone Corporation's proud sporting heritage and history of innovation, which extends more than 100 years, and will showcase Bridgestone Corporation's commitment to community service, social responsibility, environmental stewardship, and respect for diversity – all tenets of the Olympic Charter that also lie at the heart of the Bridgestone brand.

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