



Fact Sheet: Bridgestone and the Olympic Winter Games PyeongChang 2018

About Bridgestone's Worldwide Olympic Partnership:

As the world's largest tire and rubber company, Bridgestone applies creative thinking and advanced technology to deliver high-performing products and services that improve the way people move, live, work and play.

The company announced an agreement to become a Worldwide Olympic Partner in June 2014, becoming the first – and only – tire company to serve as a Worldwide Partner of the Olympic Games. Through this long-term partnership, which extends through 2024, Bridgestone proudly serves as the Official Tire of the Olympic Games and provides its leading products, services and expertise in support of the Olympic Movement and the world's greatest athletes.

Bridgestone believes in the power of sport to excite, unite and inspire people across all borders, and its Worldwide Olympic Partnership furthers the company's long-standing support of performance at the highest levels. It also provides global opportunities for Bridgestone to showcase its continued commitment to community service, environmental stewardship, and a respect for diversity – all tenets of the Olympic Charter that mirror the company's core values and its mission to "Serve Society with Superior Quality."

PyeongChang 2018 marks another exciting series of first for Bridgestone as the company's first Olympic Winter Games and first truly global Olympic Games, with activations extending into new countries and more key markets around the world. They are also the first Olympic Winter Games for South Korea, a country where Bridgestone has proudly operated since 2001.

Empowering People to Chase Their Dreams:

Through its global Olympic message entitled "Chase Your Dream," Bridgestone aims to empower people of all ages and abilities to overcome adversity and persevere in pursuit of their goals -- bringing to life Bridgestone's goal of providing products and services that help keep you on track throughout life's journey. Team Bridgestone athlete ambassadors are the primary voices for these efforts, as the company has partnered with 55 athletes (32 individual athletes and one national team) across ten countries to serve as the face of Bridgestone activities.

Bridgestone's "Chase Your Dream, No Matter What" campaign in Europe features 19 athlete ambassadors who have faced significant obstacles in their lives and are committed to using their experiences to inspire others. The program includes partnerships with ambassadors in seven countries who engage fans through large community events and impactful small group experiences.

Through a sport festival program called "Bridgestone x Olympic x Paralympic a GO GO!", the company also spreads the Olympic spirit to communities throughout Japan, which is home to its global headquarters. The activation includes interactions with Japanese Olympic and Paralympic athletes, Bridgestone innovation displays, and sport demonstrations designed to inspire the next generation of athletes and teach Olympic values.

In the United States, Bridgestone Americas is activating around its “Clutch Performance” campaign, which celebrates the passion and perseverance it takes to perform your best when everything is on the line – something Olympic and Paralympic athletes know first-hand.

These market-specific platforms feature regional advertising through digital and retail programming, athlete programs, and in both internal and external Olympic communications leading up to and during PyeongChang 2018.

Bridgestone at the Olympic Winter Games PyeongChang 2018:

As part of its Games-time program, Bridgestone will supply tires for the International Olympic Committee (IOC) vehicles within the Olympic fleet; support a global roster of Olympic and Paralympic hopefuls aiming to compete in PyeongChang; and help the Games leave a lasting, positive impact in the host country by partnering with the official PyeongChang 2018 Education Program, and more. Bridgestone will also continue a robust marketing campaign in South Korea to share its core Olympic message, “Chase Your Dream,” with visitors and fans.

Blizzak Tires on the International Olympic Committee (IOC) Fleet

As the Official Tire of the Olympic Games, Bridgestone will supply its industry-leading Blizzak winter tires for all International Olympic Committee (IOC) vehicles in the official Olympic fleet. Tires are an important vehicle safety feature, making it critical to have the right type of tire for the driving conditions. Engineered with specialized rubber compounds that remain flexible as temperatures drop, Bridgestone Blizzak winter tires provide enhanced traction in snowy, icy and slushy conditions, giving Olympic officials maximum control while traveling in PyeongChang.

Chase Your Dream

Through its global Olympic message entitled “Chase Your Dream,” Bridgestone is working to bring the Olympic spirit to life in ways that empower people everywhere to overcome adversity and persevere in pursuit of their goals. In the host country, this message will be featured in Bridgestone out of home advertising visible at Incheon Airport, throughout Seoul, and near PyeongChang 2018 venues to help welcome Olympic fans, volunteers and media to South Korea. Bridgestone branding and the “Chase Your Dream” video creative also will be featured on digital signage in South Korea, as well as advertisements on digital properties like the Olympic Channel.

Support for Team Bridgestone Athlete Ambassadors

Athletes are the driving force of the Olympic Games and represent the heart of the Olympic Movement. They also are Bridgestone customers, who put in countless hours on the road, day in and day out, traveling to and from training and competition, no matter the distance or weather conditions. The company proudly supports more than 100 athletes in various sports around the world who are members of Team Bridgestone. This roster includes more than 50 Olympic and Paralympic heroes and hopefuls across 10 countries who embody the company’s “Chase Your Dream” message and work as athlete ambassadors to serve as the face of Bridgestone activities.

The Team Bridgestone athlete ambassadors currently training to compete at the Olympic and Paralympic Winter Games PyeongChang 2018 include Nathan Chen (USA, figure skating), Erin Jackson (USA, long track speed skating), Maciej Kot (Poland, ski jumping), Elana Meyers Taylor (USA, bobsled), Amy Purdy (USA, para-snowboarding), Evan Strong (USA, para-snowboarding), and Pierre Vaultier

(France, snowboard cross). Team Bridgestone also includes the Japanese women's national ice hockey team, known as Smile Japan, which includes a Bridgestone employee on its roster.

Leaving a Legacy in South Korea

In December 2017, Bridgestone announced a partnership with The PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Games (POCOG) to support the PyeongChang 2018 Education Program. The company's support allowed the official education program of the Olympic Winter Games to expand its reach to a new group of students – the children at Shin Mang Won Orphanage in Gyeonggi Province, Yangpyeong-gun.

On Sunday, Dec. 3, Bridgestone and POCOG co-hosted "PyeongChang Day" at the orphanage, in which children experienced Olympic sports and learned about the Olympic values of friendship, excellence and respect. In January, the company is hosting a group from Shin Mang Won when the Olympic Torch Relay passes through Seoul, and in February, Bridgestone will provide Shin Mang Won children a once-in-a-lifetime opportunity to experience PyeongChang 2018 first-hand when it hosts them in a VIP spectator program at the Olympic Winter Games.

A Commitment to the Region

Bridgestone has more than 65,000 teammates and 104 locations in Asia Pacific overseeing operations and supplying products throughout the region. Bridgestone Tire Sales Korea, Ltd. (BSTK) has proudly operated in South Korea since 2001. Headquartered in Tokyo, Bridgestone Corporation has more than 143,000 employees globally working to supply a wide range of innovative, high-performing tire and diversified products to more than 150 nations and territories around the world.

Ongoing Support for the Olympic Movement

In addition to the company's support of the Olympic Movement as a Worldwide Olympic Partner, Bridgestone Corporation became the first Founding Partner of the Olympic Channel in August 2016, signing a four-year agreement to support the ground-breaking digital platform in its mission to celebrate the Olympic Movement and the world's greatest athletes every day of the year. Bridgestone Corporation also is a Tokyo 2020 Paralympic Games Gold Partner and will support the Japanese Paralympic Team through 2020; Bridgestone Americas also is supporting U.S. Paralympics through 2024.

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