



BRIDGESTONE CHINA AND ASIA PACIFIC

Bridgestone China & Asia Pacific is a subsidiary of Bridgestone Corporation, the world's largest tyre and rubber company. The regional headquarters is located in Singapore and oversees the operations of tyre production and sales facilities, as well as the supply of products across more than 25 countries. With about 24,000 employees and 35 offices supporting Bridgestone's business across the region, Bridgestone China & Asia Pacific plays a key role in facilitating this large and growing market.

Bridgestone's presence in the China & Asia Pacific region includes manufacturing plants, sales companies, proving grounds, training centres and technical centres.

Tyre Operations

Bridgestone China & Asia Pacific offers a full range of tyre products that covers both consumer and commercial markets, including the manufacture, sales and distribution of tyres for passenger cars and trucks and buses. In addition, we handle the sales and distribution of tyres for construction and mining vehicles, aircraft, motorcycles and agricultural vehicles.

Retail Network

Bridgestone has a large retail network across the region, including several company-owned stores such as B-Select in certain markets. There are currently more than 8,000 retail channels in the region and this number is expected to increase by 5% over the next 5 years.

Solution Business

To address customers' needs for fleet management, Bridgestone introduced the Tirematics Solution for yard management in New Zealand, Singapore and Malaysia. With this pilot program that leverages IoT and sensor technology, Bridgestone enables further optimization of our customers' fleet management in the region.

Technical Centres and Proving Grounds

Bridgestone's Technical Centres are located in China and Thailand, established in 2005 and 2013 respectively. The two technical centres work closely with our global R&D network to develop both products and solutions that meet our customer's expectations and market requirements, including new regulations.

To facilitate tyre performance evaluation, Bridgestone has established 3 proving grounds in this region – China, Thailand and Indonesia – to test driving performance across various roads and conditions.