



BRIDGESTONE TIRE SALES KOREA LTD.

Bridgestone Tire Sales Korea Ltd. (BSTK, Managing Director: Yoshida Kensuke), established on August 27, 2001, is a subsidiary of Bridgestone Corporation, the world's largest tire and rubber company. BSTK distributes TBR and PSR tires, and operates retread tire and KOE businesses in Korea. The company is located in Nonhyeon-ro, Gangnam-gu, Seoul and has 44 employees.

BSTK's sales network has been expanding by approximately 10% every year since its establishment. Currently there are 142 PSR dealerships and 113 TBR dealerships, with a total of 255 sales networks nationwide

Bridgestone Fleet Point (BFP) is a truck-bus tire distribution network and one-stop tire service for truck and bus owners and drivers. It provides a range of services to truck and bus drivers, including vehicle maintenance as well as useful tire information. BSTK has 17 BFP stores nationwide.

Bridgestone B-Select is Bridgestone's first retail store in Korea. It provides a 'one-stop' service to drivers, where customers can get tailored consultation and advice from tire specialists and can purchase the best tires depending on their driving preferences and behaviors. BSTK has 4 B-Select stores.

Bridgestone supports the **KOE business** with its high-performance premium tires. Currently, Bridgestone offers original equipment tires for Genesis G70, Hyundai Motor's premium sedan and Stinger, Kia Motor's premium sports sedan. Bridgestone will continue to expand its KOE business to provide its superior products and services to Korean customers.

Bridgestone Bandag, the world's most trusted retread solution, was acquired by Bridgestone in 2007. Founded in 1957, Bandag is a leader in the global retreaded tire market and introduces eco-friendly and revolutionary recycled tires protecting the environment. Bandag operates three factories in Korea.

(As of December 2017)