

Thai Bridgestone Becomes an Official Partner of the Paralympic Committee of Thailand

Bangkok (31 January 2018) – Thai Bridgestone Co., Ltd. (Thai Bridgestone), a subsidiary of the world's largest tire and rubber company, today announced it has entered into an agreement with the Paralympic Committee of Thailand (PCT) to become an official partner for the next four years from 2018 to 2021. Effective immediately, this platform enables Bridgestone to reach out to customers with new activation and communication methods to build awareness of its brands and technologies through the Paralympic Movement.

Thai Bridgestone is committed to supporting Thai para-athletes and disabled sports talents at upcoming international and global events such as the ASIAN Para Games, ASEAN Para Games and Tokyo 2020 Paralympic Games. In 2017, Thai Bridgestone supported the San Fun Hero project – an initiative led by the National Paralympic Committee of Thailand - by providing sports equipment to local people with disabilities and training to inspire them to chase their dreams toward becoming national para-athletes and representing Thailand on the international stage.

“Bridgestone’s respect for diversity and commitment to becoming a truly global company closely align with the core values of the Paralympic Movement. We believe that this partnership will enable us to contribute by helping members of the disabled community realize their dreams through sports,” said Mr Yasuhiro Morita, Managing Director of Thai Bridgestone. “This partnership also reflects Bridgestone’s CSR commitment “Our Way to Serve”, through service to the Thai community by creating a more inclusive society.”

In March 2016, Bridgestone Corporation announced its agreement with the Tokyo Organizing Committee of the Olympic and Paralympic Games to become a Tokyo 2020 Paralympic Gold Partner. Thai Bridgestone plans to support Thai para-athletes in their journey to the ASIAN Para Games, ASEAN Para Games and Tokyo 2020 Paralympic Games. This is in line with the Company’s message of “Chase Your Dream”, which express Bridgestone’s passion for supporting the journeys of all individuals to overcome challenges and adversity as they strive to realize their dreams.



Mr. Yasuhiro Morita (second from right) and Mr. Chutinant Bhirombhakdi (second from left) mutually sign the MOU.



Mr. Yasuhiro Morita (left), Mr. Hiroyuki Saito (right) and Mr. Chutinant Bhirombhakdi (middle).



Thai Bridgestone managements, the Paralympic Committee of Thailand managements and Thai Bridgestone Para-athletes.



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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 supporting goods. Its products are sold in over 150 nations and territories around the world.

About Thai Bridgestone

In Thailand, Bridgestone has managed to achieve sustainable growth and success through great confidence from end-users, dealers, and automotive manufacturers since its production 49 years ago. Through our history, the company has shown great determination to research, invent, and create excellent products that are suitable for domestic use. Additionally, together with well selected raw materials, state-of-the-art production facilities and machines, and highest standard of quality control, these enable Bridgestone to journey on the same path with the corporate mission -- "Serving Society with Superior Quality"

About Bridgestone Corporation's Worldwide Olympic Partnership:

Bridgestone Corporation proudly signed on as an official Worldwide 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 13 TOP partners at the upcoming Olympic Winter Games PyeongChang 2018, the Olympic Games Tokyo 2020, which is where the company's global headquarters are located, the Olympic Winter Games Beijing 2022, and the Olympic Games Paris 2024; the partnership also includes support for the next two 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.

For further Information, please contact:

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