



An Introduction to Team Bridgestone Athlete Ambassadors

Athletes are the driving force of the Olympic Games and represent the heart of the Olympic Movement. They are also 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. This year, Bridgestone is proudly supporting more than 55 Olympic and Paralympic heroes and hopefuls across 10 countries who embody the company's "Chase Your Dream" message and will serve as the face of Bridgestone activities.

The Team Bridgestone athlete ambassadors who are representing the brand around 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), Amy Purdy (USA, para-snowboarding), Evan Strong (USA, para-snowboarding), Elana Meyers Taylor (USA, bobsled), Pierre Vaultier (France, snowboard cross), Ashley Wagner (USA, figure skating), and the women's ice hockey athletes of the Japanese Olympic Team, known as Smile Japan.

Team Bridgestone Japan:



Team Bridgestone Japan was officially established on June 23, Olympic Day, with the introduction of athlete ambassadors who are helping Bridgestone Japan accelerate its Olympic and Paralympic activation. At PyeongChang 2018, Bridgestone is supporting the women's ice hockey athletes of the Japanese Olympic Team (Smile Japan). On the road to the Olympic and Paralympic Games Tokyo 2020, Bridgestone currently is

supporting Kosuke Hagino, a swimming superstar and Olympic gold medalist, Ryo Chikatani (cycling), Ai Ueda (triathlon), Mami Tani (paratriathlon), Ayaka Watanabe (golf), Manami Tanaka (wheelchair tennis) and Kohei Kobayashi (para-badminton). Tanaka-san and Kobayashi-san are both Bridgestone employees who are aiming to compete at the Tokyo 2020 Paralympic Games. All the Team Bridgestone athlete ambassadors demonstrate the Bridgestone message of "Chase Your Dream," and create excitement for Olympic and Paralympic Games all over Japan.

Team Bridgestone Europe:



Bridgestone Europe's Olympic activation, entitled "Chase Your Dream, No Matter What," is designed to empower people to persevere through adversity. Through this program, Bridgestone currently is partnering with athlete ambassadors in the United Kingdom, Italy, France, Belgium, Germany, Poland and Spain. This collection of 19 athletes has won 19 Olympic medals, and includes stars like retired

decathlete Daley Thompson (UK), high jumper Gianmarco Tamberi (Italy), gymnast Fabian Hambüchen (Germany), basketball player Sergio Rodriguez (Spain), and sprinter Christophe Lemaitre (France). More

importantly, each athlete has overcome significant adversity in their journey that truly exemplifies the “Chase Your Dream, No Matter What” message.

Team Bridgestone USA:



Nathan Chen (figure skating), Elana Meyers Taylor (bobsled), Amy Purdy (para snowboarding), Evan Strong (para snowboarding) and Ashley Wagner (figure skating) have combined to win five Olympic and Paralympic medals. Like other global members of Team Bridgestone, they also have demonstrated the ability to overcome obstacles, break down barriers and perform when it matters most. Chen is the first athlete to ever

land five clean quadruple jumps in a program, while Meyers Taylor is the first female bobsled athlete to win medals as both a driver and a brakewoman. Purdy lost both of her legs at age 19 and Strong lost his left leg at age 17, but both have become snowboarding superstars and Paralympic medalists. In January 2018, after “clutch performance” at U.S. trials, long track speed skating phenom Erin Jackson was announced as the newest member of Team Bridgestone USA.

Team Bridgestone India:



Ace badminton player and Olympic silver medalist P.V. Sindhu was named Bridgestone India’s first-ever brand ambassador this summer. With her Olympic medal at Rio 2016, she became the first Indian shuttler to reach the final of an Olympic Games badminton event and the youngest Indian to medal in an individual Olympic event. She will be featured throughout Bridgestone India marketing and CSR activities as she prepares for the Olympic Games Tokyo 2020, starting with the company’s current Pink Valve Cap Donation Campaign to support breast cancer awareness.

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