

One Team, ne Planet

James DeMouy

Vice President of Environmental,
Health, Safety and Sustainability
Bridgestone Americas

World's Largest Tire & Rubber Company



1 in 6 tires made
in the world is
manufactured
by **Bridgestone**
Group

Bridgestone – Diversified Products

Golf Balls



Bicycles



Seismic Isolators



Conveyer Belts



Marine Fenders



High Performance Film

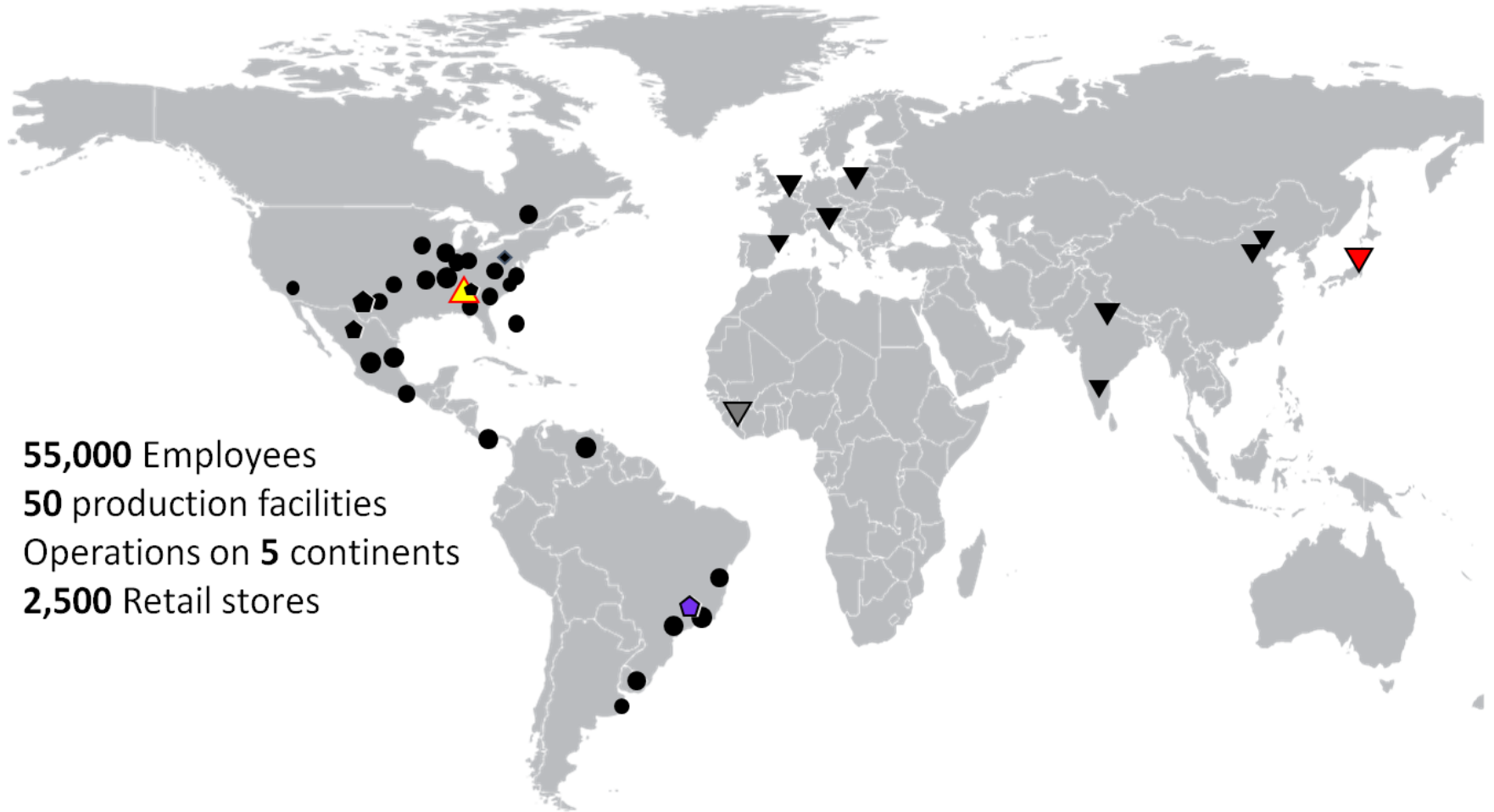


Roofing and building



**Denver Airport -
Denver, CO**

Bridgestone Americas



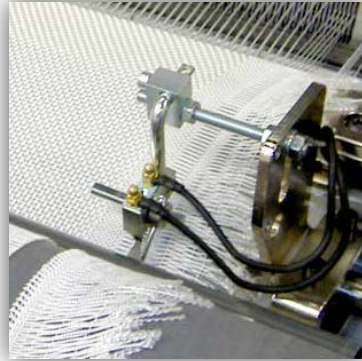
55,000 Employees
50 production facilities
Operations on **5** continents
2,500 Retail stores

Bridgestone Americas – A Diverse Footprint

Firestone Natural Rubber



Firestone Fibers and Textiles



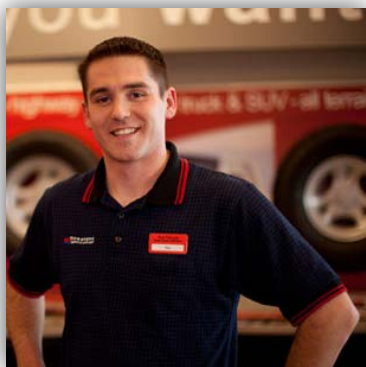
Bridgestone Americas Tire Ops



Bandag



Bridgestone Retail Operations



Firestone Building Products

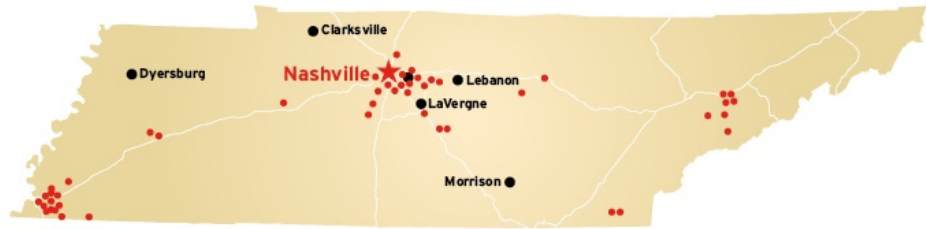


Firestone Industrial Products





Bridgestone is Committed to and Invested in Tennessee



4,500

Employees



54

Retail Stores



2

Tire Plants



1

Industrial
Products Plant



1

Distribution
Center



5

Retread
Franchises



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BRIDGESTONE



Environmental Mission: Reducing CO2 Emissions

Global goals – by 2020



CO2
EMISSION
REDUCTION

Reduce CO2 from entire products lifecycle by **35%** per sales



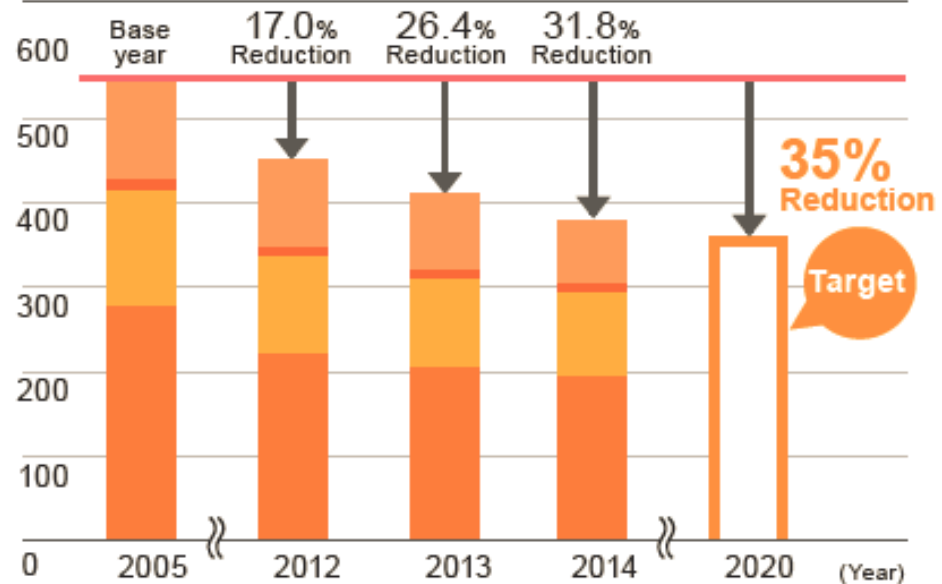
ROLL
EFFICIENCY

Improve **tire rolling efficiency** by **25%**, resulting in less fuel use and CO2 emissions while driving

Bridgestone's Global CO2 Progress

CO2 Emissions Per Unit of Sales from Lifecycle Stages Other Than Use*3

(t/100 million yen) Raw materials Manufacturing Distribution After-use



*3 Because we refined past data, the data above differ slightly from both Environmental Report 2014 and CSR Report 2014. Includes CO2 emissions reduction activities and exchange rate fluctuations of sales.





Ecopia technologies and innovations:

NANOPRO-TECH COMPOUND: Improves rolling resistance and contributes to fuel-efficiency and CO₂ reduction by controlling the interaction between polymer, filler materials and other rubber chemicals at the molecular level.

FUEL SAVER COMPOUND PACKAGE: Helps lower rolling resistance by both returning more energy back to the tire and reducing heat generation as compared to a traditional sidewall.

SILICA: Improves traction in wet conditions by increasing the flexibility of the tread compound.

CIRCUMFERENTIAL GROOVES: Help channel water out of the footprint area to improve resistance to hydroplaning.



TIMELINE

Bridgestone launches the Ecopia EP100 in seven sizes.

2009

The Ecopia EP422 tire rolls out in five replacement tire sizes on Earth Day.

2010

Bridgestone expands its Ecopia line up to include a CUV and SUV offering, the Dueler H/L 422 Ecopia tire.

The Ecopia EP422 tire line is extended with the addition of 23 new sizes.

2011

Ecopia tires supplied for use as original equipment on the electric Nissan Leaf.

Bridgestone introduces ologic technology and engineers a next-generation Ecopia tire that is OE on the BMW i3.

2013

Bridgestone launches the Ecopia EP422 Plus tire, its most advanced Ecopia replacement tire yet, designed to make cars more fuel-efficient.

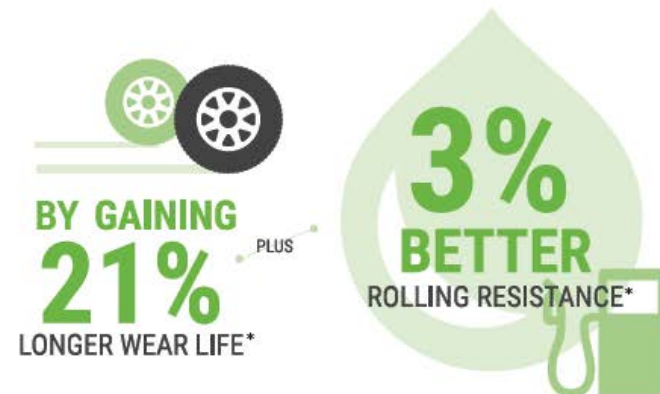
2015

INTRODUCING THE R283A™ **ECOPIA**



We are proud to introduce the new Bridgestone R283A Ecopia, an innovative steer tire for commercial trucks that delivers excellent fuel efficiency without sacrificing wear.

It's a tire designed to help trucks get more out of every mile...



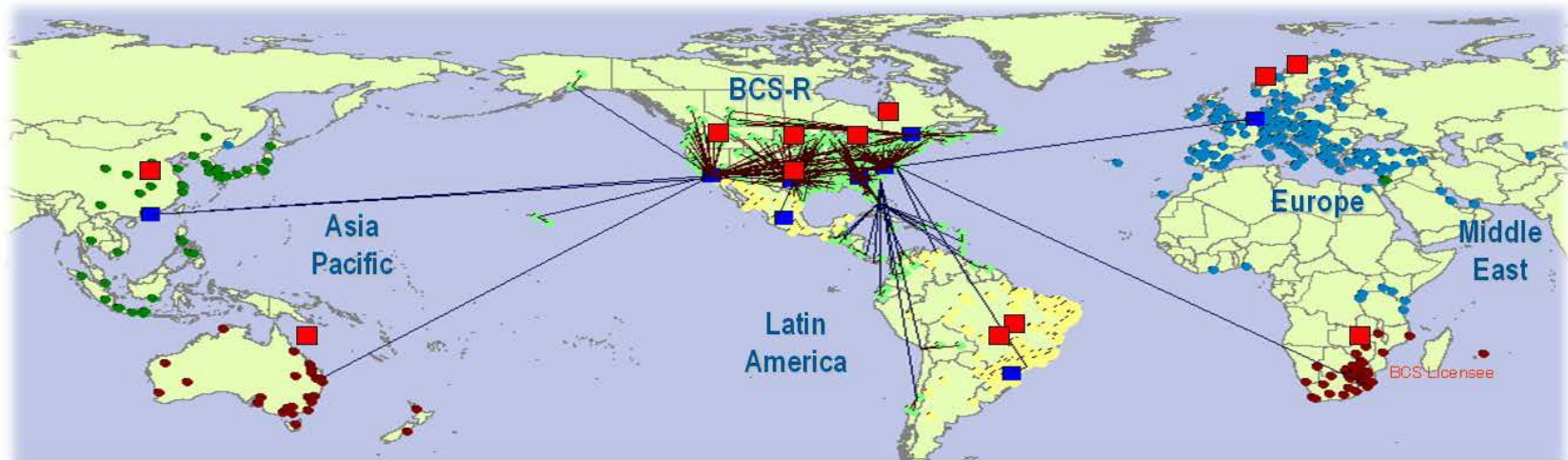
*As compared to Bridgestone R283 Ecopia.



Bandag: an environmental story



Bandag is the global leader in truck tire retreading systems and technology

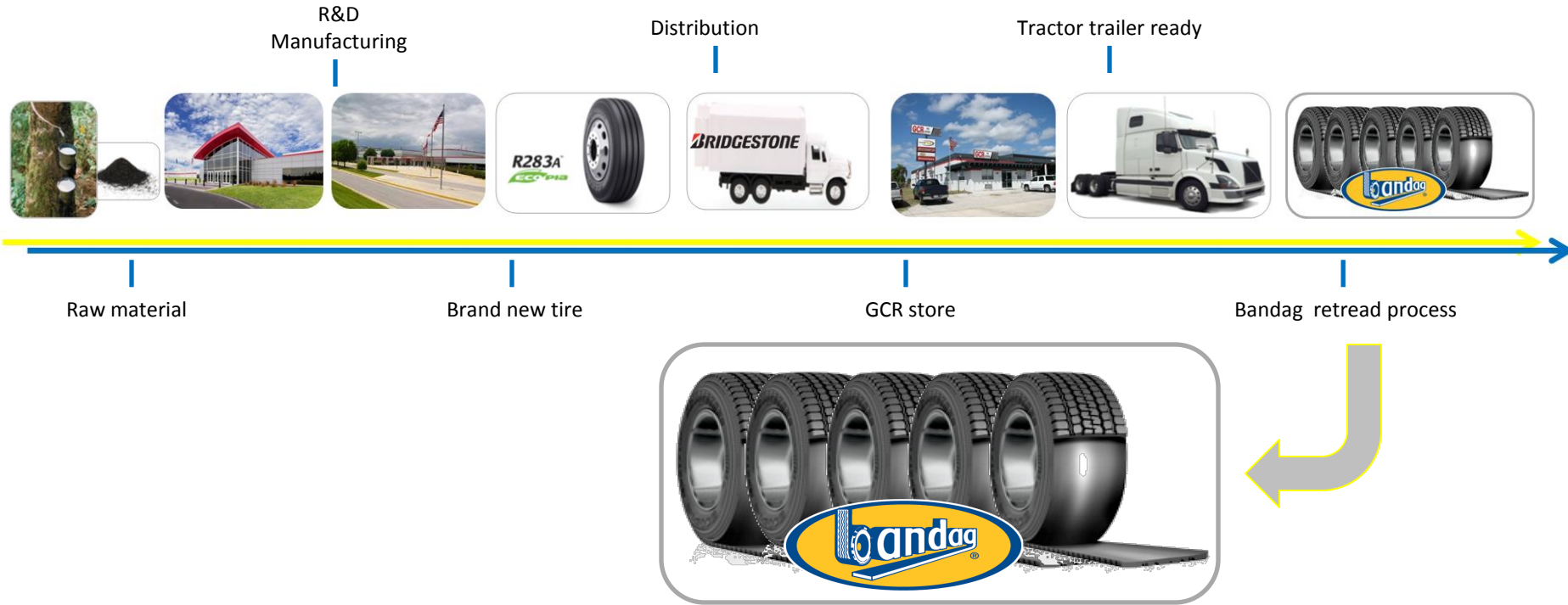


Bandag brand retreads are *locally manufactured, sold and serviced* by a global franchise network:

- **724+** franchises in **89** Countries
- **12** production facilities on **6** continents
- **#1** or **#2** retread in every major market we serve



Bandag Process



- More than 800 tires per hour are retreaded with Bandag. In a year, this helps keep roughly seven million tires out of the waste stream.

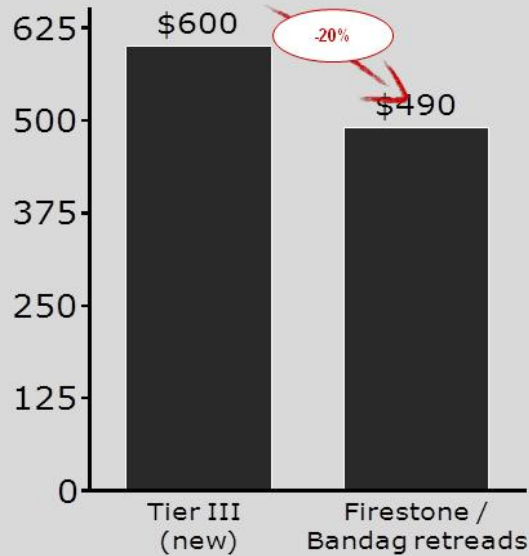
- Bandag retreads require just 30% of the energy to produce as a new tire.

- Making a Bandag retread takes only seven gallons of oil, compared to 22 gallons required to manufacture a new tire.

Retreading is a win-win-win



500,000 mile adjusted total cost / wheel



Cost-effective



683

• Retread plants in US and Canada

10,000

• Americans & Canadians employed in the retread industry

\$750M

• Estimated contribution to local economies

Local



250M

• Gallons of oil saved per year by using retreads instead of new tires

15,000

• Times you could drive a big-rig around the world with the diesel produced from 250M gallons of oil

14M

• Tires that retread keep out of landfills per year

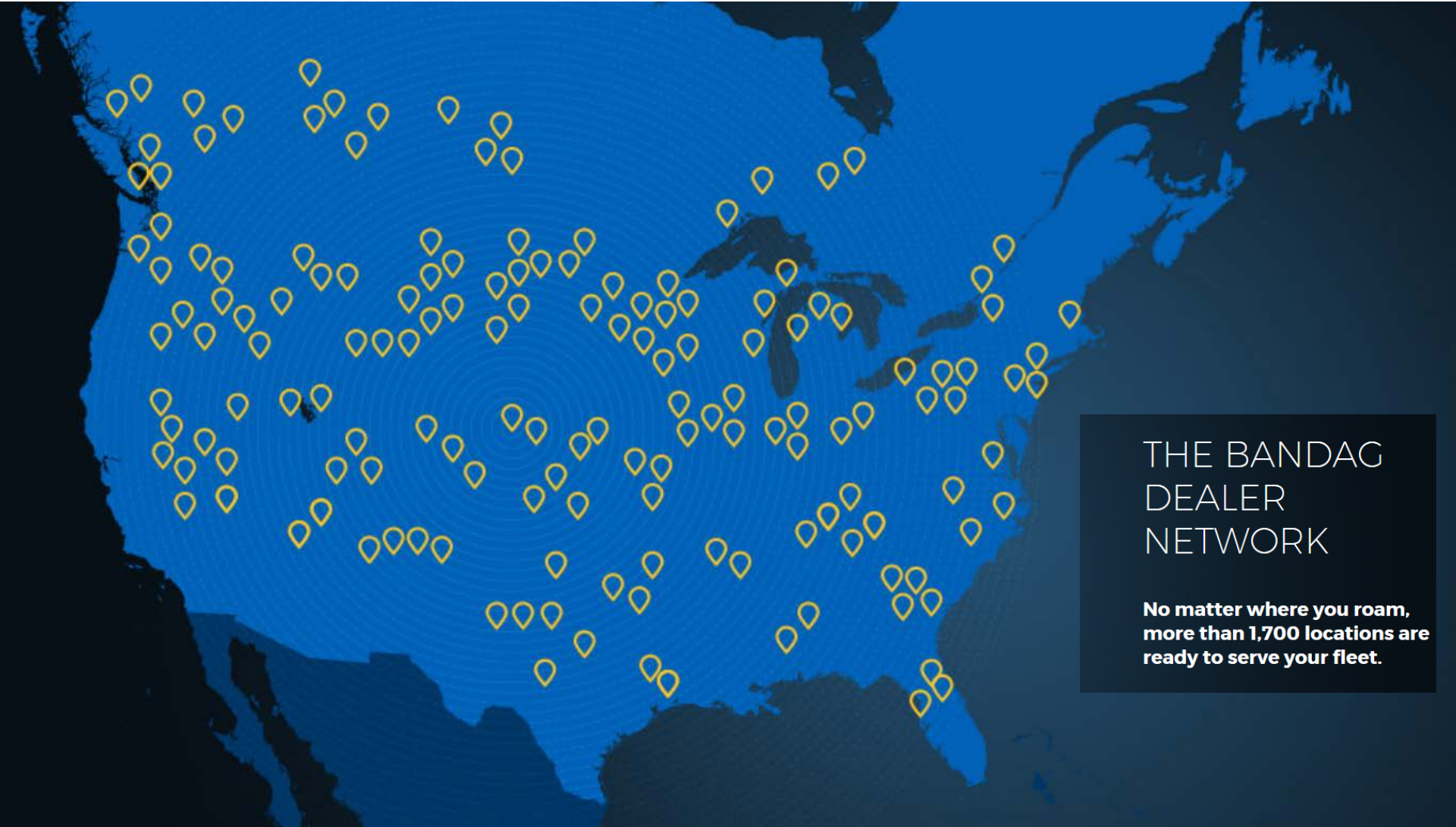
3

• Number of times you could fill Empire State Building with 14M tires

Green



The Bandag Dealer Network



THE BANDAG DEALER NETWORK

**No matter where you roam,
more than 1,700 locations are
ready to serve your fleet.**

**Bridgestone Centennial Wilderness
10,000 acres donated to the state of Tennessee**

