

For Immediate Release
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Senior Management Changes

Tokyo (February 16, 2012) - Bridgestone Corporation announced that its board of directors has approved the following proposals of the changes in members of the board of directors and corporate officers today.

1. New Members of the Board of Directors

(Subject to approval at the Company's annual Shareholders' Meeting on March 27, 2012)

Name	New	Former
Yoshiyuki MORIMOTO	Vice President and Senior Officer Member of the Board Responsible for Products Development; Concurrently responsible for Production Technology	Vice President and Senior Officer Responsible for Products Development; Concurrently responsible for Research and Development
Narumi ZAITSU	Vice President and Senior Officer Member of the Board Responsible for Quality Management; Concurrently responsible for Global Logistics Center	Vice President and Senior Officer Responsible for Global Logistics Center

2. New Members of Corporate Auditors

(Subject to approval at the Company's annual Shareholders' Meeting on March 27, 2012)

Name	New	Former
Mikio MASUNAGA	Corporate Auditor	Vice President and Senior Officer Member of the Board Responsible for Quality Management
Tomoko WATANABE	Corporate Auditor*	—

*Outside Corporate Auditor as set forth in Article 2-16 of the Corporate Law of Japan.

3. Changing Position and Responsibilities of Members of the Board of Directors
(Subject to approval at the Company's annual Shareholders' Meeting and subsequent Board of Directors meeting on March 27, 2012)

Name	New	Former
Shoshi ARAKAWA	Chairman of the Board	Chairman of the Board, CEO and President Representative Board Member
Masaaki TSUYA	CEO and Representative Board Member	Senior Vice President Representative Board Member Responsible for Diversified Products, Sports and Cycle Business; Concurrently Chief Risk-Management Officer, Chief Human Rights Officer Responsible for Corporate Administration Chief Compliance Officer, Office of Group CEO, Internal Auditing
Kazuhisa NISHIGAI	COO and Representative Board Member Concurrently responsible for Japan Tire Business, Diversified Products, Sports and Cycle Business	Senior Vice President Representative Board Member Responsible for Japan Tire Business; Concurrently responsible for Replacement Tire Sales

※Bridgestone Corporation announced above changes on January 11, 2012.

4. Reappointed Members of Board of Directors

(Subject to approval at the Company's annual Shareholders' Meeting on March 27, 2012)

Name	New	Former
Sakie TACHIBANA FUKUSHIMA	Member of the Board*	Member of the Board*
Takao ENKAWA	Member of the Board*	Member of the Board*
Kimiko MUROFUSHI	Member of the Board*	Member of the Board*
Scott Trevor DAVIS	Member of the Board*	Member of the Board*

*Outside Director as set forth in Article 2-15 of the Corporate Law of Japan.

5. Retiring Members of the Board of Directors
(Effective March 27, 2012)

Name	New	Former
Kazuo KAKEHI	Member of the Board and Executive Vice President of Bridgestone Sports Co., Ltd.	Vice President and Senior Officer Member of the Board Seconded to Bridgestone Sports Co., Ltd. Member of the Board and Executive Vice President of Bridgestone Sports Co., Ltd.;; Concurrently Advisor to Senior Vice President, Responsible for Diversified Products, Sports and Cycle Business

6. Retiring Corporate Auditors
(Effective March 27, 2012)

Name	New	Former
Yukimitsu USHIO	—	Corporate Auditor
Hiroshi ISHIBASHI	—	Corporate Auditor
Yo TAKEUCHI	—	Corporate Auditor*

*Outside Corporate Auditor as set forth in Article 2-16 of the Corporate Law of Japan.

7. New Members of Corporate Officers

(Effective March 27, 2012)

Name	New	Former
Shinichi YOCHI	Vice President and Officer Chief Risk-Management Officer, Chief Human Rights Officer Human Resources and General Affairs; Concurrently Director, Human Resources and Labor Relations Division	Director Human Resources and Labor Relations Division
Shingo KUBOTA	Vice President and General Counsel Legal Affairs; Concurrently Director, Office of Legal Affairs	Director Office of Legal Affairs
Mitsuhira SHIMAZAKI	Vice President and Officer Seconded to Bridgestone Europe NV/SA Member of the Board, COO of Bridgestone Europe NV/SA	Director Seconded to Bridgestone Europe NV/SA Member of the Board, COO of Bridgestone Europe NV/SA
Ryutaro ISHII	Vice President and Officer Seconded to Bridgestone Europe NV/SA	Director Seconded to Bridgestone Europe NV/SA

8. Changing Positions and Responsibilities of Corporate Officers

(Effective March 27, 2012)

Name	New	Former
Yuichiro TAKENAMI	Vice President and Senior Officer Responsible for Global Innovation Central Research Chief Information Officer IT & Network; Concurrently Assistant to Vice President and Officer, Office of Corporate Management External Relations	Vice President and Officer Central Research Chief Information Officer IT & Network; Concurrently Assistant to Vice President and Officer, Office of Group CEO External Relations; Concurrently Assistant to Senior Vice President, Responsible for Diversified Products, Sports and Cycle Business External Relations

Name	New	Former
Minoru SHIMIZU	Vice President and Senior Officer Responsible for Replacement Tire Sales; Concurrently Chairman and CEO of Bridgestone Tire Japan Co., Ltd.; Concurrently Consumer Tires Business	Vice President and Officer Seconded to Bridgestone Tire Japan Co., Ltd. Chairman and CEO of Bridgestone Tire Japan Co., Ltd.; Concurrently Consumer Tires Business
Masato HIRUMA	Vice President and Senior Officer Responsible for Original Equipment Tire Sales	Vice President and Officer Original Equipment Tire Sales
Franco ANNUNZIATO	Vice President and Senior Officer of Bridgestone Corporation Member of the Board, CEO and President and Chief Quality Officer of Bridgestone Europe NV/SA Managing Director of Bridgestone Technical Center Europe S.p.A.	Vice President and Officer of Bridgestone Corporation Member of the Board, CEO and President and Chief Quality Officer of Bridgestone Europe NV/SA Managing Director of Bridgestone Technical Center Europe S.p.A.
Akihiro ETO	Vice President and Officer Chief Financial Officer Finance Chief Compliance Officer Office of Corporate Management Internal Auditing Corporate Communications and Motorsport; Concurrently Director, Corporate Planning Division	Vice President and Officer Chief Financial Officer Finance General Affairs, Corporate Communications and Motorsport; Concurrently Director, Corporate Communications Division Corporate Planning Division

Name	New	Former
<p>Shuichi ISHIBASHI</p>	<p>Vice President and Officer Innovation Center; Concurrently Assistant to Senior Vice President, Responsible for Diversified Products, Sports and Cycle Business Diversified Products New Business Models Development; Concurrently Assistant to Vice President and Senior Officer, Responsible for Diversified Products Business Diversified Products New Business Models Development; Concurrently Assistant to Vice President and Officer, Office of Corporate Management New Business Development</p>	<p>Vice President and Officer Assistant to Senior Vice President, Responsible for Diversified Products, Sports and Cycle Business Diversified Products New Business Models Development; Concurrently Assistant to Vice President and Senior Officer, Responsible for Diversified Products Business Diversified Products New Business Models Development; Concurrently Innovation Center; Concurrently Assistant to Vice President and Officer, Office of Group CEO New Business Development</p>
<p>Kiyoshi NOMURA</p>	<p>Vice President and Officer Seconded to Bridgestone Tire Japan Co., Ltd. Member of the Board, Senior Vice President of Bridgestone Tire Japan Co., Ltd. Planning and Administration; Concurrently Japan Tire Business Planning, Bridgestone Corporation; Concurrently Advisor to Vice President and Officer, Office of Corporate Management, Bridgestone Corporation</p>	<p>Vice President and Officer Seconded to Bridgestone Tire Japan Co., Ltd. Member of the Board, Senior Vice President of Bridgestone Tire Japan Co., Ltd. Planning and Administration; Concurrently Advisor to Vice President and Officer, Office of Group CEO, Bridgestone Corporation</p>

Name	New	Former
Masahito TSUJI	Vice President and Officer Procurement Internal Manufacturing Management; Concurrently Assistant to Vice President and Officer, Office of Corporate Management GLC Relations; Concurrently Director, GLC Administration Division	Vice President and Officer Procurement Internal Manufacturing Management; Concurrently Assistant to Vice President and Officer, Office of Group CEO GLC Relations; Concurrently Director, GLC Administration Division

9. Retiring Corporate Officers (Effective March 27, 2012)

Name	New	Former
Yasumi KAWASAKI	Advisor	Vice President and Senior Officer Responsible for Production Technology
Takashi URANO	Advisor	Vice President and Senior Officer Responsible for Original Equipment Tire Sales Japan Tire Business Planning
Toru TSUDA	Member of the Board and Executive Vice President of Bridgestone Cycle Co., Ltd.	Vice President and Officer Seconded to Bridgestone Cycle Co., Ltd. Member of the Board and Executive Vice President of Bridgestone Cycle Co., Ltd.
Natsuki FUJII	Chairman and CEO of Bridgestone Diversified Products East Co., Ltd.	Vice President and Officer Seconded to Bridgestone Diversified Products East Co., Ltd. Chairman and CEO of Bridgestone Diversified Products East Co., Ltd.

About Bridgestone Corporation:

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

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