

For Immediate Release
Contact: Media Center
(81-3)3563-6811

Bridgestone to Begin Production of Adhesive Film for Solar Modules in Poland

Investment of ¥5.25 Billion Geared Toward the Development of a Global Production and Supply System

Tokyo (March 7, 2011) —Bridgestone Corporation announced today that it will add a new production line for EVA (ethylene vinyl acetate) film* in the company's Polish subsidiary, Bridgestone Diversified Products Poland Sp. z o.o. ("BSDP"). This will be Bridgestone's first EVA film production facility in Poland, and this additional production will help BSDP better respond to the growing international demand for EVA film, a product used in the manufacture of solar modules. An investment of ¥5.25 billion (165 million złoty) will be used to fund the installation of this line, and production is scheduled to begin during the first half of 2013. At full capacity, the line will be capable of producing 1,080 tons per month.

Currently, EVA film is produced at Bridgestone's Iwata Plant in Iwata City, Shizuoka Prefecture, and additional production is scheduled to begin at the company's Seki Plant in Seki City, Gifu Prefecture in the second half of 2011. With expectations of rapidly increasing demand for solar modules around the world, Bridgestone is investing in additional EVA film manufacturing capacity to enhance its business in European markets. The addition of the EVA film manufacturing line in Poland will also provide Bridgestone with the global production and supply system.

A key management focus for the Bridgestone Group is the promotion of the company's environmental activities and eco-friendly products and businesses. For this reason, Bridgestone is a strong advocate of the use of solar energy, an energy resource which does not produce CO₂ or other harmful byproducts, through the manufacture and supply of products like EVA film.

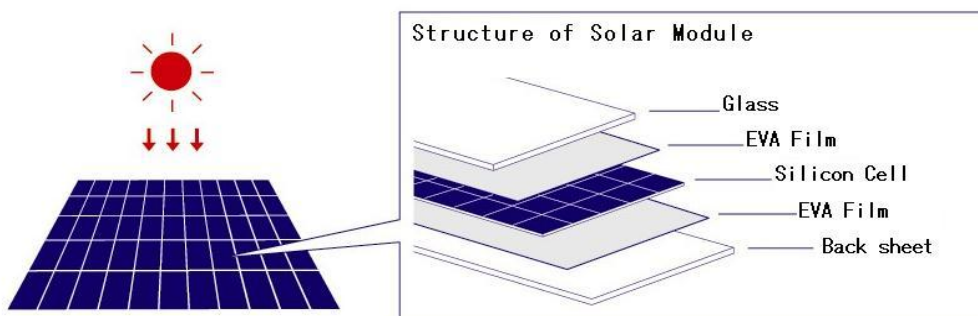
Background on Bridgestone Company's subsidiary in Poland

1. Company name: Bridgestone Diversified Products Poland Sp. z o.o.
2. Representative: Hiroshi Ito

3. Location: Zarow, Wałbrzych, Poland (Suburb of Wałbrzych in south-west Poland)
4. Capital: 12 million euros
5. Ownership: Bridgestone Corporation (100%)
6. Date of establishment: December 2004
7. Number of employees: 58(as of December 31, 2010)
8. Site area: Approximately 100,000 m²
9. Production item: Rubber Tracks(as of February 28, 2011)

*EVA film is used to fasten the silicon cell (which converts the sun's rays to electricity) to the glass surface through heat-induced molecular binding. EVA film becomes transparent and colorless upon heating, while its waterproof nature and protection against ultraviolet rays make it an ideal adhesive film for solar modules outdoors.

< Structure of Solar Module >



This mark expresses the environmental management activities promoted by Bridgestone. The “e” represents the first letter of the word “Ecology”, the cornerstone of these activities. The mark also symbolizes the seeds borne from our eco foundations in the form of a clear sky and growing trees.

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.

