

For Immediate Release
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Bridgestone to Build a New Passenger Car Tire Plant in Vietnam

- Responding to growth in global demand by reinforcing production and supply system -

Tokyo (November 11, 2011) Bridgestone Corporation today announced its plans to build a new plant in Vietnam that will produce radial tires for passenger cars (PSRs). The decision was made as a result of the strong growth in global demand for PSRs, and the total investment in the plant will be approximately ¥35.5 billion. Production at the new plant will begin in the first half of 2014. Plans call for a production capacity of approximately 24,700 tires per day after the production ramp-up is completed in the first half of 2016.

The new plant will serve as an export base for replacement tires sold in the European, North American, and Japanese markets, primarily supplying PSRs for general use. Currently, Bridgestone has increased its production capacities at the Nong Khae Plant in Thailand and the Karawang Plant in Indonesia to supply PSRs to those markets. However, Bridgestone has determined that a new plant in Vietnam was necessary in order to respond to continuing growth in demand. In selecting the site, Bridgestone made a comprehensive evaluation from a variety of perspectives, including infrastructure, location, workforce, and cost. As a result of this evaluation, the Dinh Vu Industrial Zone in Hai Phong City, Vietnam was chosen as the site of the new plant.

The Bridgestone Group currently produces new tires at 47 plants in 20 countries. After the start-up of a new plant in India*1, a plant for large and ultralarge off-the-road radial tires for construction and mining vehicles in the United States, and this new plant in Vietnam, Bridgestone will have a production system of 50 plants in 21 countries.

Moving forward, the Bridgestone Group will continue working to bolster its global supply capacity and to build a system for the rapid supply of high-quality products to meet market demands.

*1. At the new plant in India (Pune Plant), plans call for production of PSRs in January 2013 and of truck and bus tires in August 2013.

<Overview of the New Plant>

1. Location: Dinh Vu Industrial Zone, Hai Phong City, Vietnam
2. Products: Radial tires for passenger cars
3. Plant Site: Approximately 1.02 million square meters
4. Start of Operation: Planned for 1st half of 2014

5. Number of Employees: Approximately 1,900 employees (planned for 1st half of 2016)
6. Production Capacity: Approximately 24,700 tires per day (planned for 1st half of 2016)

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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