

For Immediate Release
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Bridgestone Corporation wins the « 2012 Tire Technology of the Year Award » with CAIS technology

Tokyo (February 23, 2012)-On February 15th at the « Tire Technology International Awards for Innovation and Excellence » in Cologne, Bridgestone Corporation won the « **Tire Technology of the Year Award** » for its Contact Area Information Sensing technology (CAIS).

The system provides real-time road surface condition information to the driver by way of the tires. This exciting future technology collects and evaluates road surface condition information via a sensor located inside the tire tread which wirelessly sends the information to the vehicle's analytical equipment. Capable of sensing instantaneous vibration input data and digitizing it using in-vehicle analysis equipment, this new technology classifies the current state of the road surface into seven conditions of dry, semi-dry, wet, slush, fresh snow, compact snow, and ice. This information is then transmitted directly to the driver through an in-car display.

“This technology from Bridgestone really impressed us”, said Adam Gavine, Editor of Tire Technology International magazine. “It’s an ultra high-technology development which can potentially make a genuine contribution to road safety”.

“We are extremely proud to have won the 2012 award for « Tire Technology of the Year »” commented Mr. Morimoto, Vice President and Senior Officer Bridgestone Corporation. “We are now collaborating with the Japanese Highway Administrating Company who plan to use CAIS for road maintenance in wintry conditions. This is clearly another example of how Bridgestone promotes and invests in the safety and peace of mind of motorists.”

The Tire Technology International Awards for Innovation and Excellence are organized by Tire Technology International magazine, the world’s only publication dedicated to tire technology, design and manufacturing.

An independent, international jury of 21 tire professionals, engineers and academics evaluated each nomination and attributed awards in five categories: Tire manufacturing and design innovation; Environmental achievement; Tire technology of the year; Tire industry supplier of the year; and Tire manufacturer of the year.



Mr. H. Morinaga, Manager Research Department Bridgestone Corp., accepting on behalf of Bridgestone the “2012 Tire Technology of the year Award”

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.