

For Immediate Release  
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## Bridgestone to Build a New Plant for Off-the-Road Tires for Construction and Mining Vehicles in Thailand

Tokyo (March 5, 2012) — Bridgestone Corporation today announced plans to build a new plant in Amata City Industrial Estate, Rayong, Thailand for the production of off-the-road radial tires for construction and mining vehicles (ORRs). The new plant will enable the Bridgestone Group to respond to the increasing global demand for ORRs. Also announced today, Bridgestone will start production of steel cord used in ORRs, in its subsidiary for manufacturing steel cord in Thailand. The total investment for the new plant is approximately ¥50.0 billion, and production will begin in the 1st half of 2015. Production capacity at the new plant is expected to reach approximately 85 tons per day by the 1st half of 2019, when scheduled capacity increases are completed.

ORRs are used predominantly in mining, quarry, port and industrial, and construction applications all over the world. Until now, the Bridgestone Group has produced these tires in Japan and the United States. The new plant in Thailand will allow Bridgestone to enhance global ORR capacity while responding with increased flexibility to changes in the market.

The new plant will incorporate advanced environmental technologies which will contribute to resource conservation. The technologies will include a system for processing wastewater while manufacturing to maximize water reuse, and a cogeneration system.

Moving forward, the Bridgestone Group will continue to evaluate global demand for ORRs in order to respond to changing market demand trends, and also supply our customers with high quality products on a timely basis.

### <The standard for categorizing ORRs in the Bridgestone Group>

Name	Rim Diameter	Applications	Categorization (Before)
Off-the-road radial tires for construction and mining vehicles (ORRs)	35 inches and below	Mining, underground mining, cranes, quarry, port and industrial, and construction	Small and medium ORRs
	35 to 51 inches	Mining, underground mining, quarry, and construction	Large ORRs
Ultralarge ORRs	More than 51 inches	Mining	Ultralarge ORRs

#### *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.*