

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

BRIDGESTONE CORPORATION
Public Relations
10-1, Kyobashi 1-chome
Chuo-ku, Tokyo 104-8340, Japan
Tel : +81-3-3563-6811
Fax : +81-3-3567-4615
<http://www.bridgestone.com/>

Bridgestone to Launch New System to Monitor Tire Pressure, Temperature for Mining Vehicles

TOKYO (Sept. 26, 2012) - Bridgestone Corporation announced its commercial launch of B-TAG (Bridgestone Intelligent Tag), a system that measures tire pressure and temperature for off-the-road radial tires for construction and mining vehicles (ORR), on Sept. 25 at MINExpo INTERNATIONAL® 2012 in Las Vegas. Using sensors uniquely developed by Bridgestone, B-TAG reports tire pressure and temperature data to drivers and managers of mine operations in real time. The system will help mine operators create a safer working environment and facilitate more efficient operations.

B-TAG can offer customers value by:

1. Creating a safer work environment

The system will not only send the data about tire pressure and temperature in real time, but also alert operators of abnormal tire pressure or temperature.

Through early detection, the system reduces the possibility of tire damage during mine operations, providing customers a safer work environment .

2. Facilitating more efficient operations

(1) The system assists with tire management, thereby helping to extend tire life and reducing the number of tires used.

(2) The system alerts operators when tire maintenance is required, reducing the amount of work required for tire checks.

(3) By avoiding tire damage and keeping vehicles in operation longer, the system increases productivity and reduces downtime.

The Bridgestone Group will not only provide customers with advanced ORR tire technology, but also superior services using B-TAG. Combining both tires and services, the Group will provide a total business solution for mining customers, giving them the value they need and want. The B-TAG system is now available in the North American market, and will be for sale in the global market soon.

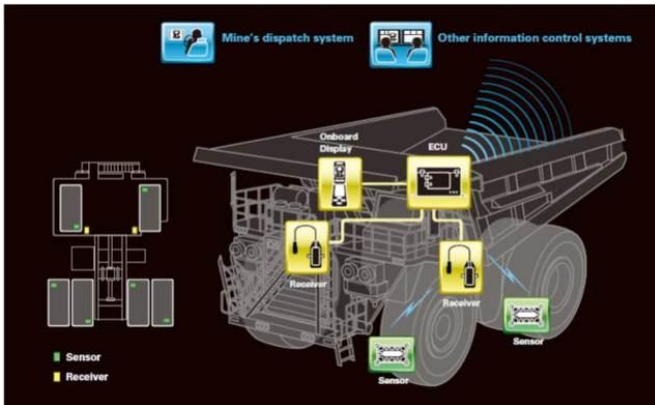


Image of B-TAG system fitted on a mining vehicle



A sensor and a patch of B-TAG

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.

-end-