

For Immediate Release
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Bridgestone Displays Concept Tire of “100% Sustainable Materials” at the 2012 Paris Motor Show

**First Example of Bridgestone’s Commitment to Use “100% Sustainable Materials”
In Its Tire Manufacturing for 2050 and beyond**

TOKYO (September 28, 2012)—Bridgestone Corporation today announced that the exhibition of a concept tire of “100% sustainable materials*1” at the 2012 Paris Motor Show,*2. The tire on exhibit represents an example of Bridgestone’s use of advanced materials technologies to achieve the commitment of using “100% sustainable materials” in its tire manufacturing for 2050 and beyond.

The development of the concept tire is the result of collaborative efforts with a number of resources, including academia. In order to achieve the level of “100% sustainable materials”, Bridgestone is diversifying the regions where it produces natural rubber and also expanding the range of reinforced plant fibers it uses. Additionally, fossil resource based components such as synthetic rubber, carbon black and rubber compounding agents in the tire were synthesized from biomass.

As a next step in the process, the Bridgestone Group will establish a framework of research and development and initiate the necessary core technologies to begin mass production. Further, Bridgestone is targeting the year 2020 for commercial sales of certain sustainable materials used in the manufacturing process.



Bridgestone concept tire of “100% sustainable materials”

The transportation sector (automobiles, tires, etc.) has a significant impact on the environment, particularly in terms of resource consumption and CO₂ emissions. As the world’s largest tire and rubber manufacturer, the Bridgestone Group is working to contribute to the realization of a sustainable society while providing a constant and reliable supply of advanced and high-quality products to meet the needs of our customers

around the world.

To fulfill its mission, the Global Bridgestone Group has established long-term environmental vision (see 1 as below). The Group has established the usage of “100% sustainable materials” as an initiative to make full use of its technological and product development capabilities. Accomplishing this will require progress specifically in the areas of expanding or diversifying renewable resources. . With respect to this progress, the Bridgestone Group previously announced a number of initiatives.*3.

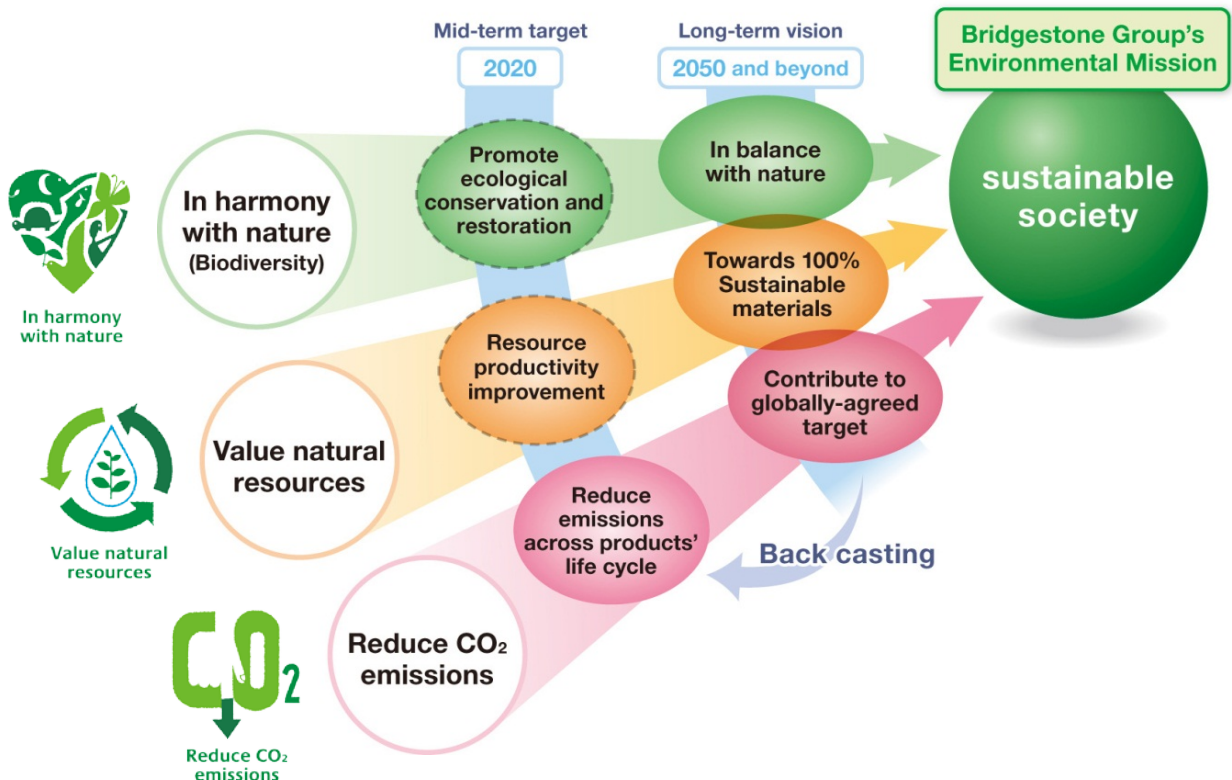
By implementing plans to achieve the use of “100% sustainable materials”, the Bridgestone Group will be able to offer its customers high quality products on a perpetual basis since the products will be sustainable from a business and environmental standpoint.

- *1: Materials that are not expected to become depleted as a result of consumption, as opposed to fossil resources and other limited resources.
- *2: At the Porte de Versailles Convention and Exhibition Center (press days September 27 - 28; open to public September 29 - October 14)
- *3: For example, announcements of initiatives with the natural rubber resource guayule (March, August), natural rubber resource Russian dandelion (May) and future tire technologies that will contribute to the realization of a sustainable society (May)


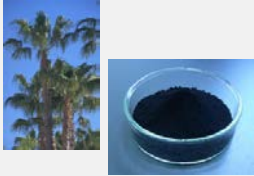
Details are as follows.

1. Long-term Environmental Vision and Use of “100% Sustainable Materials”

Development of a concept tire of “100% sustainable materials” is an example of Bridgestone’s use of advanced materials technologies to achieve the commitment of using “100% sustainable materials” in its tire manufacturing for 2050 and beyond, and is a critical initiative in contributing to the realization of a sustainable society.



2. Main Materials in the Concept Tire of “100% Sustainable Materials”

Today	Sustainable Materials			
Natural Rubber <small>from Para Rubber Tree</small>	Expand the range of renewable resources	Conventional Natural Rubber + Guayule		Guayule grown in arid regions will diversify the source of natural rubber.
Rayon <small>(Reinforcing Fiber)</small>		Rayon + New Cellulosic Fiber		General grade pulp can produce the new fibers, resulting in more suppliability.
Synthetic Rubber <small>from Petroleum</small>	Replace fossil resources with renewable materials	Synthetic Rubber from Biomass		Butadiene from bioethanol
Rubber Materials <small>from Petroleum</small>		Rubber Materials from Biomass		Curing agent and anti-aging chemical from biomass
Filler <small>from Petroleum and Coal</small>		Filler from Biomass		Reinforcing carbon black from vegetable fats and oils

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.