

For Immediate Release  
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## Ceremony Held to Celebrate Opening of Bridgestone Park

Tokyo (January 22, 2013) — Bridgestone Corporation today announced that its subsidiary, Bridgestone Middle East & Africa FZE. (BSMEA), has opened Bridgestone Park, a multipurpose facility located in the Jebel Ali Free Zone in Dubai, United Arab Emirates. The facility will be used for training company employees and distributors throughout the Middle East and Africa in the areas of sales and technical support for passenger, truck and bus and retread tires. The facility also has a passenger tire retail shop and a truck and bus tire service center.

A grand opening celebration and ribbon-cutting ceremony were held at the location on January 21. Local dignitaries on hand included Ibrahim Al Janahi, Deputy CEO – Jebel Ali Free Zone Authority (JAFZA), and Talal Al Hashimi, Managing Director - JAFZA. Attending on behalf of Bridgestone Corporation were Kunitoshi Takeda, Vice President and Officer, Asia Pacific, China, Middle East, Africa and Russia Tire Business Operations, Bridgestone Corporation, and Shoichi Sakuma, President, BSMEA.

An overview of Bridgestone Park and its facilities is provided below:

### <Overview of Bridgestone Park>

- |                        |  |
|------------------------|--|
| 1. Location            | Jebel Ali Free Zone, Dubai, United Arab Emirates |
| 2. Plant site          | 21,678 square meters                             |
| 3. Number of employees | 20 employees                                     |

### <Overview of Facilities>

- |                                      |   |
|--------------------------------------|---|
| 1. Training facility                 | • Facility for training employees and distributor staff members in areas related to sales and technical service   |
| 2. Passenger tire retail shop        | • Retail shop that will serve as a model for shops in the Middle East and Africa that handle passenger tires and car maintenance<br>• Expansion of the FirstStop brand, which is the retail brand in Europe |
| 3. Truck and bus tire service center | • Service facility for sales and maintenance of truck and bus tires   |

- 4. Bandag learning center • Facility for training in such areas as technical skills needed in the manufacturing of Bridgestone's Bandag brand retread tires

This facility is an example of Bridgestone’s continuing commitment to building a global sales and marketing support network that will respond quickly to the needs of our customers and changes in market demand.



<Bridgestone Park>



<The ribbon-cutting ceremony>

Ibrahim Al Janahi, Deputy CEO – JAFZA (fourth from the left),  
Kunitoshi Takeda, Vice President and Officer, Bridgestone Corporation  
(fifth from the left), Talal Al Hashimi, Managing Director – JAFZA (sixth from  
the left) and Shoichi Sakuma, President, BSMEA (seventh from the left)

**<Overview of Bridgestone Middle East & Africa FZE.>**

- |                        |  |
|------------------------|--|
| 1. Company name        | Bridgestone Middle East & Africa FZE.  |
| 2. Location            | Jebel Ali Free Zone, Dubai, UAE  |
| 3. Business operations | Overall responsibility for sales, marketing, and operational management activities in the Middle East and Africa |
| 4. Representative      | Shoichi Sakuma   |
| 5. Start of operations | October 1, 2006  |
| 6. Ownership           | Bridgestone Corporation - 100%   |
| 7. Capital             | 17 million AED (UAE dirhams)   |

*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.*