

For Immediate Release
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Bridgestone Americas Technical Center Recognized for Environmental Achievement by *Tire Technology International*

Tokyo (Feb. 7, 2013) – Bridgestone Americas, Inc. has won the "Environmental Achievement of the Year" Award at this year's "*Tire Technology International Awards for Innovation and Excellence 2013*^{*1}" presented in Köln, Germany. The award recognized the company's new Americas Technical Center that celebrated its grand opening in April 2012.

The Americas Technical Center is one of the five technical centers in the Bridgestone Group, and conducts research and development for advanced tire-related technologies. Currently, the center has about 450 employees. The building was designed to support both human health and a reduced environmental impact, and it has been certified as meeting LEED (Leadership in Energy and Environmental Design) ^{*2} specifications for environmentally-conscious buildings in the U.S.

The shortlist of nominees for the "Environmental Achievement of the Year" Award is compiled from nominations received from the readers of *Tire Technology International* (published by UKIP Media & Events, of the U.K), and with the input of the magazine's editorial team. Winners are selected by an independent panel of international tire industry experts.

Bridgestone Corporation, Bridgestone Americas' parent company, received the "Tire Technology of the Year" Award in 2012 for its Contact Area Information Sensing technology (CAIS).

The awards ceremony was held at the Tire Technology Expo that took place February 5 – 7. The Tire Technology Expo is one of the tire industry's leading technology expositions and has been held in Europe since 2001. The Expo has become a premier venue for tire companies and related companies, research institutions and other organizations from around the world to showcase innovations, new products and services, and their businesses.

*1 "*Tire Technology International Awards for Innovation and Excellence 2013*" presented awards in five categories: Tire Manufacturing Innovation of the Year, Environmental Achievement of the Year, Tire Technology of the Year, Tire Industry Supplier of the Year, and Tire Manufacturer of the Year. The panel of judges, who were selected by Tire

Technology International, comprised tire specialists, engineers, and researchers from around the world. This year, Bridgestone was recognized in the category of Environmental Achievement of the Year.

*2 LEED (Leadership in Energy and Environmental Design) is an index for the evaluation of green buildings. The LEED program is operated by the U.S. Green Building Council (USGBC), a nonprofit organization based in the United States.

Awards ceremony at the Tire Technology Expo 2013 in Germany.

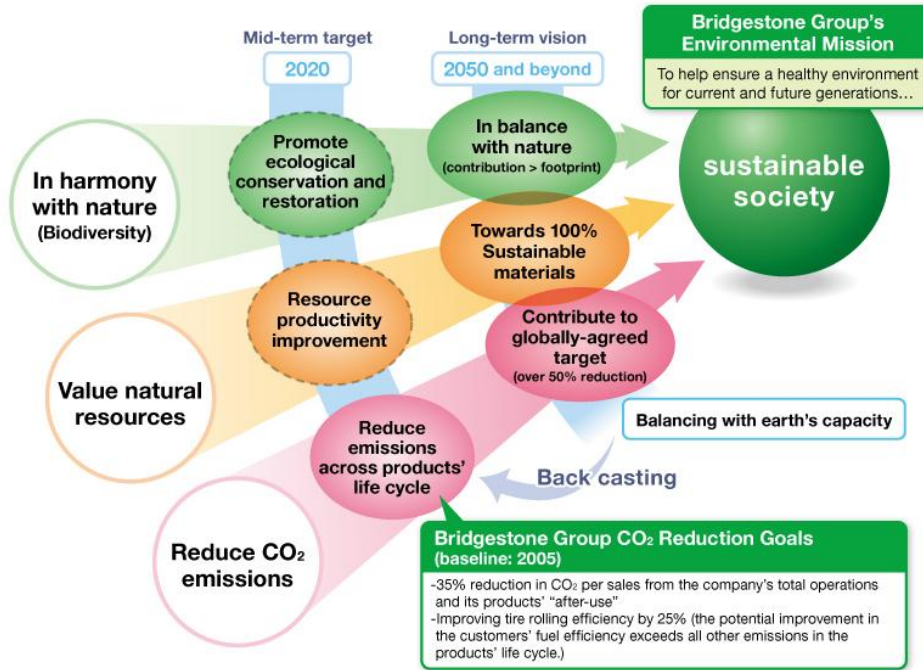


<Trophy>



<Dr. Hiroshi Mouri, President, Bridgestone Americas Center for Research and Technology attended the awards ceremony.>

[Bridgestone's Long-Term Environmental Vision]



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.

About Bridgestone Americas, Inc.:

Nashville, Tenn.-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. The companies are also engaged in retreading operations throughout the Western Hemisphere and produce air springs, roofing materials, and industrial fibers and textiles. The BSAM family of companies also operates the world's largest chain of automotive tire and service centers. Guided by its One Team, One Planet message, the company is dedicated to achieving a positive environmental impact in all of the communities it calls home.