

## **Bridgestone One Tyre, One Good Deed Campaign Tree Planting With Dealers to support Eco-Conservation**

Selangor (21 May 2013) – The world will face many environmental challenges in the years ahead. The population is estimated to reach 9 billion by 2050 based on the Organization for Economic Cooperation and Development's (OECD) 2012 research. By then there will be more than 2 billion vehicles on the world's roads according to The Institute of Energy Economics, Japan, 2010. That's twice the number of vehicles in service today.

Bridgestone as the world's largest tyre and rubber company plays a significant role in contributing to a more sustainable society. This is done by innovating better quality products and services which also provide improved safety, comfort and environmental performance.

In line with the Bridgestone Environmental Mission – to help ensure a healthy environment for current and future generations, Bridgestone Tyre Sales (M) Sdn. Bhd. has engaged in a series of green initiatives to promote environmental conservation. One such effort is the 'One Tyre, One Good Deed' campaign in collaboration with Global Environment Centre (GEC), a non-profit organization committed to environmental preservation.

With every purchase of Turanza, Ecopia and B-Series tyres, an allocation of RM1 will be donated towards Bridgestone's tree planting campaign in support of the rehabilitation of 20 hectares of degraded peat swamp forest in Raja Musa Forest Reserve (RMFR), Selangor.

On 21 May 2013, Bridgestone Malaysia management and staff including the Managing Director, Joe Takekawa, together with 20 Bridgestone PRO Shop dealers, participated in a tree planting initiative at Raja Musa Forest Reserve. All the volunteers braced themselves under the current hot spell to lend mother nature a hand. During the 2 hours initiative drive, the volunteers were tasked with replacement planting as well as fertilizer application. A total of 200 trees were planted at Bridgestone sponsored site. Besides contributing invaluable time and manpower to the cause, all the Bridgestone Malaysia volunteers have each played an important role in ensuring the success of the company's CSR forest regeneration initiative.



The nationwide One Tyre, One Good Deed campaign started since October 2010. It has to-date contributed a total of RM541,185.00 to facilitate GEC's forest rehabilitation efforts at Raja Musa Forest Reserve. These include improving water management, fire prevention, replanting of seedlings, capacity building, raising public awareness and reforestation exercises to restore biodiversity of the forest. More than 12,000 seedlings have been planted within the project site covering 15 hectares since 2010.

By the end of the 3-year rehabilitation project, 20ha of the forest is expected to have recovered with at least 500 trees per ha growing. This will be one of Bridgestone's long term eco-drive campaigns in pursuit of a sustainable environment for the present and future generations.



### **About Bridgestone**

*Bridgestone Corporation, headquartered in Tokyo, is the world's largest manufacturer of tyres and other rubber products. While tyre contributes significantly to Bridgestone Group's sales worldwide, Bridgestone also manufactures industrial rubber and chemical products, sporting goods, and other diversified products.*

*Bridgestone Tyre Sales (Malaysia) Sdn. Bhd. is an affiliate of Bridgestone Corporation. The company was set up in April 2000 with the aim of providing exceptional customer service and to introduce quality products for the benefit of Malaysian consumers. The company offers a wide range of tyres, tubes and flaps for passenger cars, 4X4s, light trucks, trucks & buses as well as industrial & agricultural vehicles and machinery.*

### **About GEC**

*Global Environment Centre was established in 1998 to work on environmental issues of global importance. The centre is registered in Malaysia as a non-profit organization. GEC works regionally and internationally both directly and through many partners. GEC supports information exchange and capacity building as well as undertakes strategic projects particularly in developing countries. GEC's mission is to support the protection of the environment and sustainable use of natural resources to meet local, regional and global needs through strategic partnerships with like-minded organizations/agencies/body and communities.*