

Senior Management Changes

Tokyo (February 19, 2009) - Bridgestone Corporation announced today that its board of directors has approved the following proposals of the changes in members of the board of directors and corporate officers today.

1. Changing Positions and Responsibilities of Corporate Officers (Effective March 1, 2009)

- Koki TAKAHASHI

New position and responsibilities:

Vice President and Officer
Chief Financial Officer
Finance

Current position and responsibilities:

Vice President and Officer
Chief Financial Officer
Finance;
Concurrently Director, Internal Control Division

2. Changing Positions and Responsibilities of Corporate Officers (Effective March 13, 2009)

- Sugio FUKUOKA

New position and responsibilities:

Vice President and Officer
Seconded to Bridgestone Sports Co., Ltd
Chairman, CEO and President of Bridgestone Sports Co., Ltd

Current position and responsibilities:

Vice President and Officer
Assistant to Vice President and Senior Officer,
Responsible for Diversified Products, Sports and Cycle Business
Administration

3. New Members of the Board of Directors

(Subject to approval of Shareholders' Meeting on March 26, 2009)

- Mikio MASUNAGA

New position and responsibilities:

Vice President and Senior Officer
Member of the Board
Responsible for Products Development
Motorsport

Current position and responsibilities:

Vice President and Senior Officer
Responsible for Internal Manufacturing Management
Internal Manufacturing Management
Motorsport

- Kazuo KAKEHI

New position and responsibilities:

Vice President and Senior Officer
Member of the Board
Responsible for Diversified Products

Current position and responsibilities:

Vice President and Senior Officer
Responsible for Diversified Products

4. Changing Position and Responsibilities of Members of the Board of Directors (Effective March 26, 2009)

- Osamu INOUE

New position and responsibilities:

Senior Vice President
Member of the Board
Responsible for Global Logistics Center and Motorsport;
Concurrently responsible for Quality Management

Current position and responsibilities:

Senior Vice President
Member of the Board
Responsible for Global Logistics Center and Motorsport;
Concurrently responsible for Products Development

5. New Substitution of Corporate Auditors

(Subject to approval of Shareholders' Meeting on March 26, 2009)

- Minoru UCHIDA

New position and responsibilities:

Substitute Member (Non-Executive)
Board of Corporate Auditors

6. Retiring Substitution of Corporate Auditors

(Effective March 26, 2009)

- Ikuo GUNJI

Current position and responsibilities:

Substitute Member (Non-Executive)

Board of Corporate Auditors

7. New Members of Corporate Officers

(Effective March 26, 2009)

- Naomi ETO

New position and responsibilities:

Vice President and Officer

General Affairs and Corporate Communications;

Concurrently Director, Corporate Communications Division

Current position and responsibilities:

Director, Corporate Communications Division

- Yoichi SATO

New position and responsibilities:

Vice President and Officer

Quality;

Concurrently Director, Tire Quality Assurance Division

Current position and responsibilities:

Director, Tire Quality Assurance Division;

Concurrently General Manager, Quality Management Administration

Department

- Isaku MOTOHASHI

New position and responsibilities:

Vice President and Officer

Global Production Administration and Logistics,

Mold Technology and Manufacturing;

Concurrently Director, Global Production Administration and

Logistics Division

Current position and responsibilities:

Director, Tire Production and Distribution Administration Division

8. Changing Positions and Responsibilities of Corporate Officers

(Effective March 26, 2009)

- Yasumi KAWASAKI

New position and responsibilities:

Vice President and Senior Officer

Responsible for Japan Tire Production

Current position and responsibilities:

Vice President and Senior Officer
Responsible for Quality Management
Quality

- Kiyoshi NOMURA

New position and responsibilities:

Vice President and Senior Officer
Responsible for Global Production Administration and Logistics,
Procurement, Internal Manufacturing Management
Internal Manufacturing Management

Current position and responsibilities:

Vice President and Officer
Production and Distribution, Mold Technology and Manufacturing,
Procurement
Chief Information Officer
IT & Network

- Koki TAKAHASHI

New position and responsibilities:

Vice President and Officer
Chief Financial Officer
Finance
Chief Information Officer
IT & Network

Current position and responsibilities:

Vice President and Officer
Chief Financial Officer
Finance;
Concurrently Director, Internal Control Division

- Yoshiharu INOUE

New position and responsibilities:

Vice President and Officer
Safety and Environment

Current position and responsibilities:

Vice President and Officer
Japan Tire Production

9. Retiring Corporate Officers

(Effective March 26, 2009)

-Hiroshi YAMAGUCHI

New position and responsibilities:

Advisor

Current position and responsibilities:

Vice President and Officer

Safety, Environment and Intellectual Property

- Osamu MORI

New position and responsibilities:

Chairman, CEO and President of Bridgestone IPT Corporation

Current position and responsibilities:

Vice President and Officer

Seconded to Bridgestone IPT Corporation

Chairman, CEO and President of Bridgestone IPT Corporation

- Sugio FUKUOKA

New position and responsibilities:

Chairman, CEO and President of Bridgestone Sports Co., Ltd

Current position and responsibilities:

Vice President and Officer

Assistant to Vice President and Senior Officer,

Responsible for Diversified Products, Sports and Cycle Business

Administration

- Akira YAMASHITA

New position and responsibilities:

Chairman, CEO and President of Bridgestone Tire Chubu Sales Co.,Ltd

Current position and responsibilities:

Vice President and Officer

Seconded to Bridgestone Tire Chubu Sales Co.,Ltd

Chairman, CEO and President of Bridgestone Tire Chubu Sales Co.,Ltd

10. Changing Positions and Responsibilities of Corporate Officers

(Effective April 1, 2009)

- Yasuo RYUTO

New position and responsibilities:

Vice President and Officer

Original Equipment Tire Sales;

Concurrently Director, O.E. Tire Sales Division

Current position and responsibilities:

Vice President and Officer

Original Equipment Tire Sales

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 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.

Mr. Kazuo KAKEHI

Vice President and Senior Officer

Born: Aug 15, 1951

- 1974 (Apr) Joined Bridgestone Tire Co., Ltd. (Now Bridgestone Corporation)
- 1998 (Jan) General Manager, Production System Development Department
- 1998 (Nov) Plant Manager, Kumamoto Plant
- 2002 (Jul) Plant Manager, Yokohama Plant
- 2003 (Dec) Director, Chemical and Industrial Products Production Division;
Concurrently Plant Manager, Yokohama Plant
- 2005 (Jan) Vice President and Officer,
Chemical and Industrial Products Production & Technology;
Concurrently Director, Chemical & Industrial Products Production Division
- 2006 (Oct) Vice President and Officer,
Chemical and Industrial Products Production & Technology;
Concurrently Chemical and Industrial Products Production Technology
Development
- 2007 (Oct) Vice President and Senior Officer
Responsible for Diversified Products
Industrial Products, Civil Engineering and Building Materials and
Equipments
- 2008 (Oct) Vice President and Senior Officer
Responsible for Diversified Products
- 2009 (Mar) Vice President and Senior Officer
Member of the Board
Responsible for Diversified Products

As of March 26, 2009

Mr. Mikio MASUNAGA

Vice President and Senior Officer

Born: Oct 2, 1952

- 1977 (Apr) Joined Bridgestone Tire Co., Ltd.(Now Bridgestone Corporation)
- 1998 (Jan) General Manager, Off-the-Road Tire Development Department
- 2001 (Jul) Director, Tire Materials Development Division
- 2004 (Mar) Director, Tire Development Division I
- 2006 (Mar) Vice President and Officer
Tire Research and Material Development
- 2007 (Mar) Vice President and Officer
Tire Research and Material Development and Research Center
- 2007 (Jul) Vice President and Officer
Tire Research and Material Development
- 2006 (Jan) Vice President and Officer
Procurement and Steelcord
- 2008 (Apr) Vice President and Officer
Procurement
- 2008 (Oct) Vice President and Senior Officer
Responsible for Procurement and Internal Manufacturing Management
Internal Manufacturing Management;
Concurrently Assistant to Vice President and Officer, Motorsport
- 2009 (Jan) Vice President and Senior Officer
Responsible for Internal Manufacturing Management
Internal Manufacturing Management
Motorsport
- 2009 (Mar) Vice President and Senior Officer
Member of the Board
Responsible for Products Development
Motorsport

As of March 26, 2009

Ms. Naomi ETO

Vice President and Officer

Born: May 2, 1956

1979 (Apr) Joined Bridgestone Tire Co., Ltd. (Now Bridgestone Corporation)

2004 (Nov) General Manager, Corporate Communications Department

2007 (Jul) Director, Corporate Communications Division
Concurrently Manager, China Business Development Office

2009 (Mar) Vice President and Officer
General Affairs and Corporate Communications;
Concurrently Director, Corporate Communications Division

As of March 26, 2009

Mr. Yoichi SATO

Vice President and Officer

Born: Aug 26, 1957

1993 (Mar) Joined Bridgestone Corporation

2003 (Jul) General Manager, Seconded to Bridgestone Americas Holding, Inc.
(NASHVILLE)

2005 (Nov) General Manager, Hofu Plant Manufacturing Department

2007 (Jul) Director, Quality Assurance Division

2008 (Apr) Director, Tire Quality Assurance Division;
Concurrently General Manager, Market Quality Assurance,
Quality Management Administration Department;
Concurrently Manager, Corporate Planning Department,
China Business Development Office

2009 (Mar) Vice President and Officer
Quality;
Concurrently Director, Tire Quality Assurance Division

As of March 26, 2009

Mr. Isaku MOTOHASHI

Vice President and Officer

Born: Mar 31, 1954

1978 (Apr) Joined Bridgestone Tire Co., Ltd. (Now Bridgestone Corporation)

1999 (Jan) Plant Manager, Seconded to Bridgestone/Firestone Inc. (WARREN)

2000 (Dec) General Manager, Tochigi Plant Manufacturing Department

2001 (Feb) Plant Manger, Tochigi Plant

2004 (Apr) Director, Seconded to Bridgestone Americas Holding Canada, Inc. (JOLIETTE)

2008 (Apr) Director, Tire Production and Distribution Administration Division

2009 (Mar) Vice President and Officer
Global Production Administration and Logistics, Mold Technology and Manufacturing;
Concurrently Director, Global Production Administration and Logistics Division

As of March 26, 2009

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