



For Immediate Release
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Bridgestone Becomes a Tokyo 2020 Paralympic Gold Partner

Tokyo, Japan (March 10, 2016) – Bridgestone Corporation (Bridgestone) today announced that it has concluded an agreement with the Tokyo Organising Committee of the Olympic and Paralympic Games that makes Bridgestone a Tokyo 2020 Paralympic Gold Partner.

Bridgestone supports the Olympic Movement as a Worldwide Olympic Partner of the International Olympic Committee (IOC) in a long-term agreement extending from 2014 to 2024. In addition, Bridgestone will support the Tokyo 2020 Paralympic Games.

Bridgestone will also provide support to Japan's national Paralympic team, starting this year with the Rio 2016 Paralympic Games.

Overview of the agreement is as follows:

[Overview]

Agreement program	Tokyo 2020 Sponsorship Programme Tokyo 2020 Paralympic Gold Partner
Category	Tires Seismic isolation bearings Non-motorized bicycles
Region	Japan
Term	To December 31, 2020
Sponsored Games	The Tokyo 2020 Paralympic Games
Support to Japan's Paralympic Team	The Rio 2016 Paralympic Games The PyeongChang 2018 Paralympic Winter Games The Tokyo 2020 Paralympic Games

Under the corporate philosophy “Serving Society with Superior Quality,” Bridgestone emphasizes a respect for diversity to achieve its commitment to become a truly global company. It is clear that Bridgestone and the Paralympic Movement share a common set of values, as the Paralympic Movement’s ultimate aspiration is “To make for a more inclusive society for people with an impairment through para-sport.”

Bridgestone will support the Olympic Movement and the Paralympic Movement by realizing “service to community,” “social responsibility” and “respect for diversity” through its business activities, with a message of “CHASE YOUR DREAM” which express Bridgestone’s passion for supporting the journeys of all individuals facing adversity and constantly striving to realize their dreams.

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.

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