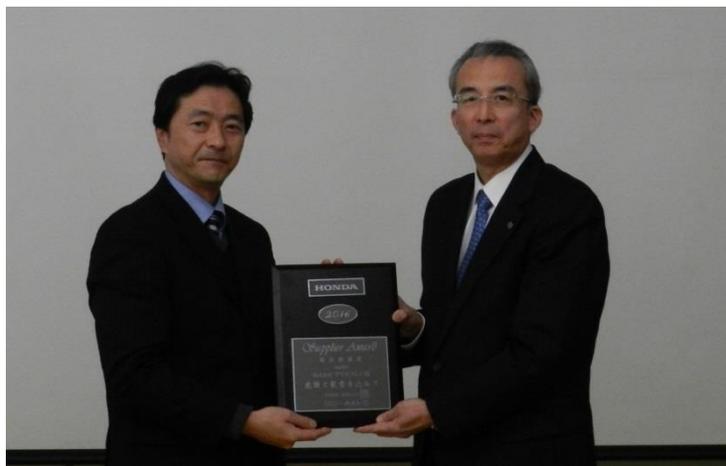


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## **Bridgestone Corporation Receives Environmental Award from Honda Motor Co., Ltd.**

Tokyo (March 3, 2016)- Bridgestone Corporation announced that it has received an Environmental Award from Honda Motor Co., Ltd (Honda Motor). The award ceremony was held on February 18 at Bridgestone's Tochigi Plant. At the ceremony, Bridgestone's Vice President and Senior Officer Responsible for Safety, Disaster Prevention and Quality Yutaka Yamaguchi was awarded a certificate of commendation by Hiroshi Saito, Honda Motor's General Manager of the Purchasing Global Operations Planning Office (Worldwide). This marks the first time that Bridgestone is the recipient of an Environmental Award from Honda.



The award ceremony held on 18<sup>th</sup>, February

(Left) Mr. Hiroshi Saito, Honda Motor's General Manager of the Purchasing Global Operations Planning Office(Worldwide)

(Right) Yutaka Yamaguchi, Bridgestone's Vice President and Senior Officer Responsible for Safety, Disaster Prevention and Quality

The Environmental Award is part of the Honda Excellence Appreciation Awards, which are presented to Honda Motor suppliers that perform remarkable initiatives in five fields, such as quality. The Environmental Award that Bridgestone received is given to suppliers who conduct initiatives in line with the Honda Green Purchasing Guidelines, as well as engage in outstanding efforts to reduce the environmental impact in the lifecycle of their products.

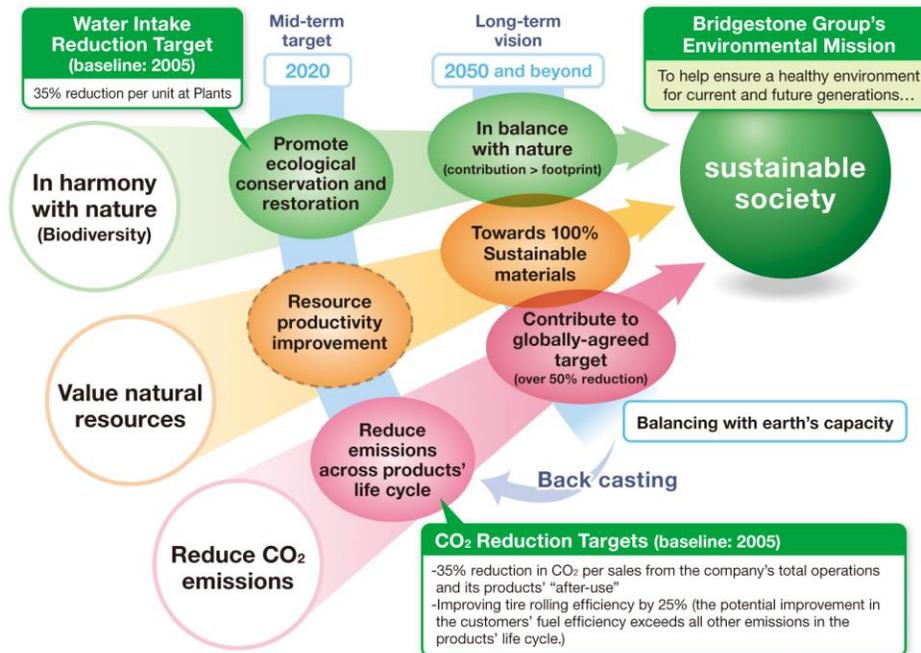
Bridgestone consistently carries out environmental initiatives aimed at improving the future. Receiving this award represents a high evaluation of these continuous initiatives, such as reducing greenhouse gases across the entire lifecycle of Bridgestone tires, including the manufacturing process.

When receiving the Environmental Award, Senior Officer Yutaka Yamaguchi made the following comments:

“We are extremely honored to receive the Environmental Award from Honda Motor. In order to contribute to the realization of a sustainable society, Bridgestone has established long-term environmental targets looking ahead to the world in 2050 based on our Environmental Mission Statement, and we are promoting Groupwide environmental activities to achieve these targets.

Going forward, we will continue to advance environmental activities that span the entire supply chain, including our business partners and customers, in order to realize a sustainable society.”

### 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.*