



**Green Lines to F1 Tires, Circles of Greener Motoring for the World
— MAKE CARS GREEN —**

Bridgestone Corporation announced that as the official tire supplier of the Formula One (F1) Abu Dhabi Grand Prix it will supply MAKE CARS GREEN TYRES to all teams at every race this season. Through this initiative, Bridgestone Corporation aims to further spread the message of the MAKE CARS GREEN environmental campaign. Since last year Bridgestone Corporation has been promoting the campaign globally with Fédération Internationale de l'Automobile.

This season, Bridgestone will supply the Formula One Abu Dhabi Grand Prix with two types of dry tires with different compounds (rubber hardness) and two types of wet tires with different tread depths. In order to differentiate the tires within the two categories of tire, the softer dry tire and the heavy-rain-use (extreme wet weather) tire will be indicated in green lines.

Last year, Bridgestone used white lines to differentiate tires. Bridgestone supplied MAKE CARS GREEN TYRES to the Japanese Formula One Grand Prix, which provided a good way of informing the legions of F1 fans around the world about the MAKE CARS GREEN campaign. This year, we will be delighted if the Formula One Abu Dhabi Grand Prix, through its global audience, helps popularize the circles of greener motoring internationally.

Green lines are on side of dry tires, and the center tread of extreme wet weather tires.

Amid growing worldwide concern with environmental protection, the Bridgestone Group has established a Fundamental Environmental Statement with the slogan, "To provide a safe environment for all our children and the children of future generations." Guided by that philosophy, we are advancing a wide variety of environmental management initiatives that reflect the broadening of our business area.

The MAKE CARS GREEN environmental campaign aims to reduce the effect of cars on the environment by informing drivers using cars in an earth-friendly way. In partnership with automobile associations in countries worldwide, Bridgestone Corporation and the Bridgestone Group are calling on drivers to observe the "10 points for greener motoring."

10 points for greener motoring

1. Buy green
2. Plan your journey
3. Check tire pressure frequently

4. Reduce loads and avoid the need for roof racks
5. Don't warm up your engine before starting off
6. Use air conditioning only when necessary
7. Accelerate gently and keep your speed constant
8. Use engine braking
9. Don't idle your engine
10. Offset your CO2 emissions

* For details of the MAKE CARS GREEN campaign, please visit:
<http://www.bridgestone.co.jp/english/eco/project/makecarsgreen/>

One Team, One Planet.

In line with its status as a company with a vast global presence, Bridgestone has formulated a universal environmental policy, dubbed “One Team, One Planet,” to unite it with people and organizations beyond the standard corporate framework as well as to ensure the safety of the children of the world.



This mark expresses the environmental management activities promoted by Bridgestone. The “e” represents the first letter of the word “Ecology”, the cornerstone of these activities. The mark also symbolizes the seeds borne from our eco foundations in the form of a clear sky and growing trees.

About Bridgestone,

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.