



### **Bridgestone to Produce Truck and Bus Radial Tyres at Indore, India Plant**

Bridgestone Corporation's subsidiary in India, Bridgestone India Private Limited (Managing Director Hiromi Tanigawa), has announced that it will begin truck and bus radial tyre (TBR) production in India in response to the increase in domestic demand. The total investment will be approximately ¥3.3 billion, with production scheduled to begin in the first half of 2011. Production capacity is expected to reach approximately 400 units per day by the second half of 2012.

In India, Truck and Bus radial tyre demand is expected to continue to grow due to the expansion of the expressways and other road infrastructure. This expansion of the road network is the result of the economic growth in the nation as well as the introduction of high-performance trucks. The Bridgestone Group will expand its operations at the Indore Plant, which currently manufactures passenger car and light truck tyres, in order to produce the new TBR products. The Indore Plant began operations in 1998.

The Bridgestone Group continues to monitor the trends in market demand and is committed to building optimized production systems in locations that match with the market needs.

#### Outline of the Indore Plant

(Summary of current production)

1. Location: Madhya Pradesh (507km north-east of Mumbai, and 665km south of Delhi)
2. Start of operation: March 1998
3. Plant site: 265,500 square meters
4. Products: Passenger car and light truck radial tyres (as of January 2010)
5. Current production capacity: Approximately 12,500 units per day
6. Employees: Approximately 970 (as of end of December 2009)

(TBR production)

1. Start of operation: First half of 2011
2. Production capacity: Approximately 400 units per day (plan for second half of 2012, increase in capacity accompanying TBR production)
3. Employees: Approximately 190 (plan for second half of 2012, increase in employees accompanying TBR production)

**About Bridgestone Corporation:**

*Bridgestone Corporation, headquartered in Tokyo, is the world's largest tyre and rubber company. In addition to tyres 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.*

**Bridgestone Middle East and Africa FZE**

Bridgestone Middle East & Africa FZE (BSMEA) is the headquarters for the Middle East and Africa region. It was set up with the objectives of speeding up decision-making and action, and for optimizing regional strategy by identifying market trends.

Earning the trust and confidence of customers is more than just about supplying the best products. Bridgestone Middle East & Africa FZE aims to be the best corporate citizen that it can be. Community service is one way of giving back to society. BSMEA's plans include working together with police agencies, schools and the public sectors in the region by providing seminars to promote and encourage road safety and environmental awareness.

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