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## Bridgestone announces Bridgestone E8 Commitment towards 2030

New corporate sustainability framework to accelerate business transformation, in support of the realisation of a sustainable society



**BRUSSELS (March 18, 2022)** – Bridgestone has announced the global launch of the *Bridgestone E8 Commitment*, a powerful expression of its corporate commitment towards 2030, to support the realisation of a sustainable society. E8 builds on the company's vision to provide social and customer value as a sustainable solutions company and provides a set of eight values, not just to drive business growth and transformation but to do so in a sustainable way, together with employees, partners and society.

E8 is also the framework for the company's continued evolution as Bridgestone 3.0<sup>1</sup>, the transformation of its business model to become a leader in sustainable mobility and advanced mobility solutions.

### Bridgestone E8 values

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<sup>1</sup> Bridgestone was founded in 1931 (First Foundation); 1988 saw the beginning of the Second Foundation as Bridgestone merged with Firestone to become a global company; Bridgestone 3.0 (Third Foundation) was launched in 2020 to signal the further transformation of its business model to become a leader in sustainable mobility and mobility solutions.

E8 comprises eight commitments – **Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease and Empowerment** – which will collectively steer Bridgestone’s strategic priorities, decision making and sustainability efforts throughout every area of the business and operations.

The Energy and Ecology commitments relate to Bridgestone’s clear environmental targets: to achieve carbon neutrality, work with 100% sustainable materials and operate in better balance with nature by 2050.

Recognition that sustainability is about *people* as well as planet is reflected in the Emotion and Empowerment commitments – starting with Bridgestone’s own people, their safety and wellbeing; also encompassing human rights, diversity & inclusion, labour practices and the company’s many and varied contributions to a safer society and healthier communities.

In line with its work to help shape a sustainable future of mobility the company commits to creating – and co-creating with partners – opportunities for the Extension, Efficiency and Ease of mobility overall.

And finally, with the Economy commitment, Bridgestone acknowledges the importance of maximising growth and economic value from the business.

Laurent Dartoux, President & CEO of Bridgestone EMIA commented “We are living in unsettling and troubled times – both with the war in Ukraine and its tragic consequences for so many people, as well as the climate emergency and the impact that it is having on our planet and the lives and livelihoods of people everywhere.

“Now, more than ever, it is time to prioritise social value and sustainability, alongside business growth. So it is with a sense of determination and urgency to act that we have reinforced Bridgestone’s commitments to doing business sustainably. We invite all our colleagues, partners and customers to join us in delivering on the E8 commitments – and helping shape a sustainable future for all”.

### **Sustainability at the core of our strategy**

Whilst E8 is a new expression of Bridgestone’s commitments, the company has already made steady progress in recent years to evolve the business with sustainability at the core. Achievements to date include the fact that by 2020 the Bridgestone Group had reduced its global emissions (scope 1 and 2) by 31% on the 2011 benchmark. 100% of the electricity consumed at the company’s European sites is from renewable sources and the company continues to invest in innovative sustainable tyre technologies such as ENLITEN.

Bridgestone is also a major supporter of the electrification of mobility – in 2021 50% of the top 10 EV manufacturers globally chose Bridgestone fitments and 50% of the top 10 most sold EVs in

Europe were fitted with Bridgestone tyres – and Bridgestone’s digital fleet management solution, WEBFLEET, helps customers reduce fuel consumption and associated emissions by up to 25%. Bridgestone’s sustainability efforts are independently verified. In 2021, EcoVadis awarded Bridgestone EMIA Platinum status, placing it in the top 1% of the 85,000 businesses assessed by them globally. The company also recently received the highest rating in CDP’s prestigious Supplier Engagement Leader ratings list for the fifth time and third consecutive year – in recognition of its efforts to drive sustainability across the supply chain.

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**About Bridgestone in Europe, Russia, Middle East, India, and Africa:**

*Bridgestone in Europe, Russia, Middle East, India, and Africa (Bridgestone EMIA) is the regional Strategic Business Unit of Bridgestone Corporation, a global leader in tyres and rubber building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Zaventem (Belgium), Bridgestone EMIA employs more than 20,000 people and conducts business in 40 countries across the region. Bridgestone offers a diverse product portfolio of premium tyres and advanced solutions, backed by innovative technologies, improving the way people around the world move, live, work and play.*



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