



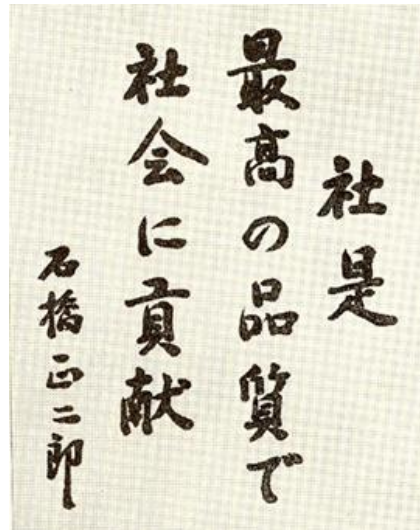
# **Bridgestone Road Safety Program**

Mei Ling TAN

Regional Head of Sustainability & CSR

## Serving Society with Superior Quality

*"I am convinced that a simple profit-seeking business will never thrive, but a business that contributes to its society and country will be forever profitable."*



*Shojiro Ishibashi,  
Founder of Bridgestone Corporation*

# Bridgestone E8 Commitment



Toward 2050, Bridgestone is evolving into a sustainable solutions company. Born of our enduring Bridgestone values, this is our personal E8 Commitment to support the realization of a sustainable society.

**Energy** Committed to the realization of a carbon neutral mobility society.

**Ecology** Committed to advancing sustainable tire technologies and solutions that preserve the environment for future generations.

**Efficiency** Committed to maximizing productivity through the advancement of mobility.

**Extension** Committed to nonstop mobility and innovation that keeps people and the world moving ahead.

**Economy** Committed to maximizing the economic value of mobility and business operations.

**Emotion** Committed to inspiring excitement and spreading joy to the world of mobility.

**Ease** Committed to bringing comfort and peace of mind to mobility life.

**Empowerment** Committed to contributing to a society that ensures accessibility and dignity for all.

## Bridgestone E8 Commitment to Our Future

For the sake of the Earth, which future generations of children have entrusted in our care. Together with you.

# ONE Global Bridgestone Road Safety Program

In support of the next phase of the BRSP, we have established a clear Road Safety Vision:

**Safer Journeys and Mobility for All**

We have also created a Program Tagline: **Life is a Journey. Let's Make it a Safe One.**



The Bridgestone Road Safety Program focuses on four key areas:



#### 1. Safer Mobility

Delivered through sustainable mobility innovations, technologies and solutions



#### 2. Safer Communities

Resulting in road safety awareness and education initiatives



#### 3. Safer Roads

Achieved through government and leadership engagement



#### 4. Employee Engagement

Based on ambassador initiatives that will motivate our people

# Bridgestone Road Safety Initiatives in Asia Pacific

## Awards Won:

- Bridgestone Group Awards 2021
- Global CSR and ESG Awards (Gold) 2021 & 2022
- Gartner Eye on Innovation Awards for Government APAC 2021



**Bridgestone Australia New Zealand**

RYDA Road Safety Education

Partner: RYDA

Beneficiaries: Youth



**Bridgestone Thailand**

Bridgestone Road Safety Programme

Partner: AIP Foundation

Beneficiaries: Youth



**Bridgestone China**

Bridgestone Road Safety Programme

Partner: China Road Safety Association

Beneficiaries: Children



**Bridgestone Taiwan**

Migratory Bird (Seasonal) Vehicle Maintenance Tours

Partner: China Motor Corporation

Beneficiaries: Community in Mountainous area



**Bridgestone Singapore**

Road Safety Education

Partner: EduTorque

Beneficiaries: High School



**Bridgestone Malaysia**

Junior Safety Workshop

Partner: MISAR

Beneficiaries: Children



**Bridgestone Indonesia**

Bridgestone RoadTalks

Partner: Indonesia Defensive Safety Driving Center  
Beneficiaries: Youths, Teachers, Automotive community



**Bridgestone Korea**

Vision Zero

Partner: Korea Blind Union

Beneficiaries: Visually impaired



**Bridgestone Vietnam**

Bridges to Knowledge

Partner: Dealers, Expro

Beneficiaries: Community in remote areas

