

The Bridgestone Essence Framework

In 2011, the Bridgestone Group refined the Bridgestone Essence (corporate philosophy), and the Environmental Mission Statement and the Safety Mission Statement were also refined consecutively. In 2015, we completed the Bridgestone Essence Framework with these two statements and formulation of the Quality Mission Statement. Going forward, we will further develop and advance the Group's global activities based on the Bridgestone Essence Framework.

