

For Immediate Release
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Bridgestone Vietnam Receives Toyota's "Best Performance Supplier Award" for 2 Consecutive Years

[Ho Chi Minh city] (August 3, 2020) – Bridgestone Tire Sales Vietnam LLC. and Bridgestone Tire Manufacturing Vietnam LLC. (Bridgestone Vietnam) received "2019 Quality - Best Performance Supplier Award" from Toyota Motor Vietnam (Toyota Vietnam) for the second year running. This is also the third time for Bridgestone Vietnam to be nominated in the quality product category for this Award. The Award exemplifies Bridgestone's commitment to deliver products and services with outstanding quality to meet Toyota's expectations through the automaker's strict supplier standards.

Since 2017, ECOPIA EP150, with its strong performance attributes of low rolling resistance and fuel efficiency, was the exclusive Original Equipment (OE) tire for Toyota Innova's core product line. In April 2020, ECOPIA EP150 was appointed exclusive OE tire for another product line - Vios 2020. This collaboration further strengthens Toyota's position as a leader in the passenger car market and demonstrates our shared values and commitment to continuously offer products with best-in-class performance to end-users in Vietnam.

"We're proud to receive the 'Best Quality Performance Supplier Award' from Toyota Vietnam for two consecutive years. The Award is proof of our dedication to develop and maintain a sustainable partnership with one of the largest car brands in the Vietnamese market", said Mr. Sadaharu Kato, General Director of Bridgestone Tire Sales Vietnam LLC.

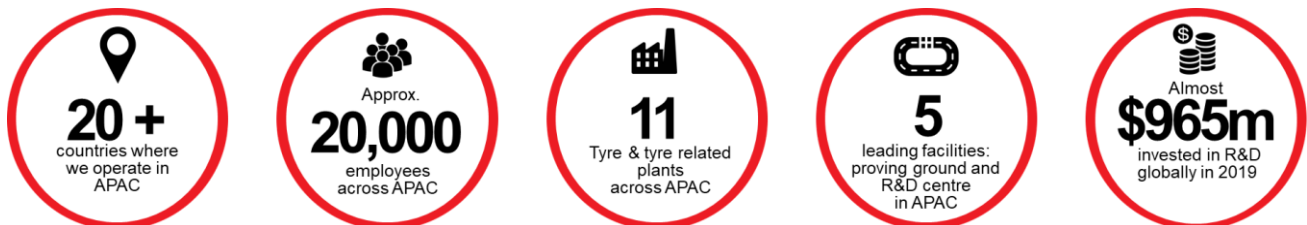
"We look forward to contributing towards the steady growth of the Vietnamese automotive market with domestically produced tires. This help automakers save costs and up to 80% of time taken for a tire to reach the car maker. We value our long-term partnership with Toyota, which plays a vital role in realizing Bridgestone Vietnam's aim of developing a sustainable business model that creates customer and social value", he added.

Globally, Bridgestone carries a wide range of tyre products and also supplies OE tires for Toyota's other vehicle lines such as Camry and Fortuner.

About Bridgestone:

Continuing the 89 years history of formation and development of the corporation, the year of 2020 remarks the 10-year journey of Bridgestone to accompany the Vietnamese automobile tire market. Besides the safety attribute, the comfort in every journey is also a factor that Bridgestone has ultimately refined from technology to materials, and together with the baling procedure and endurable commitment of "Japanese Quality, Conquer Global" to enter the next decade.

Simultaneously, Bridgestone Corporation is the leading brand with No.1 position in the Global Tire Ranking for 11 consecutive years voted by the Tire Business Magazine. Bridgestone not only elevates Vietnam's capability of producing the vehicle components but also contributes society through its practical and meaningful initiatives such as environmental protection, accompanying Vietnamese children through the bridge-building campaigns called "Bridgestone Squad - Safe Together with Children" as this scheme is deployed in the remote areas of provinces across the country. In addition, Bridgestone also carries out the campaign "With Bridgestone go home safely", sponsoring reflective stickers for trucks, long-distance passenger cars to reduce the risk of traffic accidents at night due to limited visibility.



In the Asia Pacific region, Bridgestone locates its regional headquarters in Singapore, overseeing the operations of tyre production and sales facilities, as well as supplying its products across more than 20 over countries in the region. Bridgestone Asia Pacific plays a key role in facilitating this large and growing market as it contributes significantly to the entire Bridgestone Group.



This is the second consecutive year Bridgestone have been entitled as “2019 Quality Best Performance Supplier Award” by Toyota



Mr. Sadaharu Kato (second from left) - General Director of Bridgestone Tire Sales Vietnam LLC and Mr. Takeshi Sugimaya (third from right) - General Director of Bridgestone Tire Manufacturing Vietnam LLC. took a commemorative photo with the representative from Toyota Vietnam



Mr. Sugiyama Takeshi (right), General Director of Bridgestone Tire Manufacturing Vietnam LLC. received the award from Toyota Vietnam

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