

News Release



For Immediate Release

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Bridgestone Retail Operations Launches Contest Ahead of Olympic Winter Games PyeongChang 2018

Campaign celebrates “Clutch Performances” of parents supporting young athletes and gives one winner the chance to meet an Olympian

Nashville (January 17, 2018) – Bridgestone Retail Operations (BSRO), a subsidiary of Bridgestone Americas, today launched a new contest in advance of the Olympic Winter Games PyeongChang 2018 that celebrates the “clutch performances” of parents who support their young athletes. Bridgestone Americas is a subsidiary of Bridgestone Corporation, the world’s largest tire and rubber company and an official Worldwide Olympic Partner.

Designed to honor the roads that parents and families travel to participate in youth sports, the campaign will run through February 28 as part of Bridgestone’s activation around its first Olympic Winter Games. Consumers can enter by submitting a photo of their young athlete going to a practice or game via social media with the hashtags #clutchperformance and #entry or online through [Firestone Complete Auto Care](#), [Tires Plus](#) or [Wheel Works](#). The winner will receive a visit from an Olympian at their child’s team practice later this year.

Team Bridgestone athlete and Sochi 2014 bronze medalist Ashley Wagner, whose mom spent countless hours in the car driving her to and from ice rinks and figure skating events in her early years, stars in a [new video](#) for the campaign.

“Our customers rely on us to provide trusted tire and automotive services to keep their lives moving, just like young athletes rely on support from others to make it to their training sessions and competitions in all kinds of conditions,” said Joe Venezia, president, Bridgestone Retail Operations. “Any Olympian will tell you that no one makes it to the Olympic Games alone. We’re thrilled to celebrate the important people and parents who drive the dreams of young athletes everywhere.”

BSRO is the largest network of company-owned tire and automotive service centers in the world and includes the Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works brands. With less than a month to go until the start of the Olympic Winter Games, the contest is just one of the ways that BSRO is bringing the Olympic spirit to life at its more than 2,200 locations across the United States.

New in-store creative related to the Olympic Winter Games and featuring Team Bridgestone athletes debuted at all BSRO retail locations in December, and the company launched a sales incentive program to inspire its thousands of retail associates across the country. The company also is offering \$50 off Ecopia™ EP422™ Plus or Dueler™ H/L 422 Ecopia tires with a purchase of a set of four through a separate consumer promotion.

Additionally, Bridgestone Americas launched its “Clutch Performance” campaign for PyeongChang 2018 last fall with a TV commercial starring Wagner and a digital brand experience at BridgestoneTire.com/performanceinstitute that features the full Team Bridgestone USA athlete roster. An additional Olympic-themed television spot featuring Team USA bobsled athletes also began airing this month.

To learn more about the new “Clutch Performance” contest, including how to enter, visit www.FirestoneCompleteAutoCare.com/Entry, www.tiresplus.com/entry or www.wheelworks.net/entry. NO PURCHASE NECESSARY. Must be 25 years or older. Ends February 28, 2018. Subject to Official Rules and restrictions at website.

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About Bridgestone Americas, Inc.

Nashville, Tennessee-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of Bridgestone Corporation, the world’s largest tire and rubber company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. The companies are also engaged in retreading operations throughout the Western Hemisphere and produce air springs, roofing materials, and industrial fibers and textiles. The BSAM family of companies also operates the world’s largest chain of automotive tire and service centers. Guided by its One Team, One Planet message, the company is dedicated to achieving a positive environmental impact in all of the communities it calls home.

About Bridgestone Retail Operations, LLC

Bridgestone Retail Operations, LLC (BSRO) is headquartered in Nashville, Tenn., and operates the largest network of company-owned automotive service providers in the world — more than 2,200 tire and vehicle service centers across the United States — including Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works store locations. Credit First National Association and Firestone Complete Fleet Care operations are also part of BSRO. BSRO is a member of the Bridgestone Americas family of companies.

About Bridgestone Corporation’s Worldwide Olympic Partnership:

Bridgestone Corporation proudly announced its agreement to become an official Worldwide TOP Partner of the International Olympic Committee (IOC) on June 13, 2014. The 10-year partnership will see Bridgestone Corporation serve as a Worldwide TOP Partner at the upcoming Olympic Winter Games PyeongChang 2018, the Olympic Games Tokyo 2020, where the company’s global headquarters are located, the Olympic Winter Games Beijing 2022, and the Olympic Games Paris 2024. The Partnership also includes support for the next two Youth Olympic Games. The long-term commitment to the Olympic Movement furthers Bridgestone Corporation’s proud sporting heritage and history of innovation, which extends more than 100 years, and will showcase Bridgestone Corporation’s commitment to community service, social responsibility, environmental stewardship, and respect for diversity – all tenets of the Olympic Charter that also lie at the heart of the Bridgestone brand.