

Bridgestone Introduces New Olympic Games Education and Sales Incentive Programs for Affiliated Retailers

Bridgestone leveraging Worldwide Olympic Partnership to engage and inspire tire dealers

Nashville (June 22, 2016) – Bridgestone Americas, Inc. (Bridgestone), a subsidiary of the world's largest tire and rubber company has unveiled a new internal training and sales incentive program tied to Team USA and the Olympic Games for the Bridgestone Affiliated Retailer Nationwide Network. Now live at MyBridgestoneEducation.com, the program is designed to inform and inspire the more than 5,000 Bridgestone dealer associates in the U.S. around the upcoming Rio 2016 Olympic Games, which will be the company's first as a Worldwide Olympic Partner.

MyBridgestoneEducation.com is an award-winning education platform that features state-of-the-art techniques and technologies for training, including gamification, video and animation. The new Olympic Games curriculum incorporates each of those aspects, beginning with a course on Olympic history and the company's Worldwide Olympic Partnership, followed by an interactive product education and incentive training course that launched June 20.

Bridgestone also has crafted a consumer sweepstakes program tied to the Olympic Games that rewards dealer associates who have completed the training. Running from July 25 through August 21, the promotion offers consumer rebates and instant win opportunities on select Bridgestone tire purchases. Prizes include gold, silver and bronze-level prepaid Visa gift cards ranging up to \$10,000 daily. In addition to earning increased sales incentives for selling select Bridgestone products during this promotion period, each gold, silver and bronze-level consumer prize recipient earns an accompanying Bridgestone Visa prepaid card for all qualified associates at the location where the sale occurred.

"Just as we are committed to supporting the Olympic Movement, we are committed to supporting the associates across our dealer network," said John Baratta, President, Consumer Tire Replacement Sales, U.S. & Canada, Bridgestone Americas Tire Operations. "We strive to consistently create engaging and exciting opportunities that put our tire dealers and their sales associates in the best position to succeed. These new programs not only will celebrate and inspire their performance, but it will also give Bridgestone affiliated dealers an opportunity to bring the Olympic spirit to life in their stores."

Bridgestone Corporation proudly announced its official Worldwide Olympic Partnership with the International Olympic Committee (IOC) on June 13, 2014, making a long-term commitment to the Olympic Movement that extends through 2024. In the countdown to Rio 2016, and through 2024, Bridgestone will work in partnership with the IOC to support the Olympic Games and National Olympic Committees around the world.

Founded in 1991, the Bridgestone Affiliated Retailer Nationwide Network provides a multitude of retail marketing and business support programs designed to foster growth and drive sales for independent tire dealers. In addition to unique offerings created and delivered by Bridgestone, many external partners also supply marketing and sales support through the program. Participating retailers also have access to the premium Bridgestone and Firestone tire brands.

For more company news, visit BridgestoneAmericas.com.

About Bridgestone Americas

Nashville, Tennessee-based Bridgestone Americas, Inc. (Bridgestone) is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company. Bridgestone 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 Bridgestone 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 Corporation's Worldwide Olympic Partnership:

Bridgestone Corporation proudly signed on as an official TOP Worldwide Olympic Partner of the International Olympic Committee (IOC) on June 13, 2014. The 10-year partnership will see Bridgestone Corporation serve as one of only 12 TOP partners at the upcoming Rio 2016 Olympic Games, the PyeongChang 2018 Olympic Winter Games, the 2020 Olympic Games in Tokyo, which is where the company's global headquarters are located, the Beijing 2022 Olympic Winter Games, and the 2024 Olympic Games; the partnership also includes support for the next three 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.

*** CONSUMER SWEEPSTAKES TERMS AND CONDITIONS:**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Promotion entry begins July 25, 2016 at 12:00:01 AM PT. Promotion entry must be completed no later than August 21, 2016 at 11:59:59 PM PT. Open only to legal residents of the 50 U.S. & D.C., 18 or older. For your chance to win without purchase, go to www.BridgestoneWin.com/466546. Limit two (2) chances to win per person/email address. Prizes randomly time-seeded daily. Prizes awarded subject to verification. Unclaimed prizes may not be awarded. See Official Rules at www.BridgestoneWin.com or available by request in-store. Void where prohibited. Sponsor: Bridgestone Americas Tire Operations, LLC, Nashville, TN 37214.

Visa Prepaid Card may be used anywhere Visa debit cards are accepted. Please allow 8-10 weeks for receipt. Bridgestone Visa Prepaid Card issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc. The Bancorp Bank; Member FDIC. The Prepaid Card is given to you as a prize and no consideration, value or money has been paid by you for the card. Winner is solely responsible for any taxes on their prize. Card valid thru 12/31/18. Funds do not expire, a Monthly Maintenance Fee will be applied beginning the thirteenth (13) month of issuance. Card terms and conditions apply; see BridgestoneWin.com/CardTerms. Visa and the Visa logo are registered trademarks of Visa U.S.A. Inc. Neither The Bancorp Bank nor Visa U.S.A. Inc. are a Sponsor of or affiliated with this Promotion.

Limit one \$10,000 Visa Prepaid Card daily fulfilled by mail.

****SALES ASSOCIATE SWEEPSTAKES TERMS AND CONDITIONS:**

NO PURCHASE NECESSARY. Must be a legal US resident, 18 or over, and an employee of a participating Bridgestone Affiliated Retailer Nationwide Network Retailer. Register between 6/20/16 at 12:00:01 AM PT and 8/21/16 at 11:59:59 PM PT. Up to (10) employees at Retailer will win prize if consumer making eligible tire

purchase at Retailer is verified as a prize winner in the Bridgestone BOSS Game, offered 7/25/16 to 8/21/16. Limit (1) prize per employee. Prize award subject to written company policy of Retailer. Prizes offered to employees in this Promotion are not the same as prizes offered in the Bridgestone BOSS Olympic Game. For odds, additional restrictions for on-line Retailers and other important information, see Official Rules at www.MyBridgestoneEducation.com.

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