

Bridgestone Partners with Olympic Games Rio 2016 Gold Medalist Kosuke Hagino to be “Bridgestone Athlete Ambassador”

Tokyo (Jan 27, 2017) – Bridgestone Corporation today announced that it has partnered with swimming star and Olympic gold medalist Kosuke Hagino to represent the company as a

“Bridgestone Athlete Ambassador.”

Hagino, already a two-time Olympian and four-time medalist, is pursuing a full-time swimming career upon graduation from Toyo University this spring and will train to earn a spot in Olympic Games Tokyo 2020. He recently won gold in the 400meter individual medley at Olympic Games Rio 2016, where he also added a silver in the 200m individual medley and a bronze in the 4x200m freestyle relay. Hagino won his first Olympic medal at Olympic Games London 2012 when he claimed bronze in 400m individual medley.

As a proud Worldwide Olympic Partner, Bridgestone is supporting the Olympic Movement with a message of "CHASE YOUR DREAM," which showcases Bridgestone's passion for empowering individuals to overcome adversity and constantly striving to realize their dreams. In the spirit of that message, Bridgestone is excited to partner with Hagino to share his journey and support him in the continued pursuit of his goals. This 5-year partnership continues until the end of March 2022. Bridgestone supports his journey even after Olympic Games Tokyo 2020 and hopes he will successfully embody our corporate values.

Kosuke Hagino <Biography>

Born on August 15, 1994, in Tochigi, Japan / 177 cm, 72 kg.

Hagino began swimming from the age 0. He marked primary school long course records 10 times when he was in elementary school. He also repeated to mark new records in junior high school, becoming a leading swimmer in his age group. He was a senior in high school when he won a bronze medal in the 400m individual medley at his first Olympic Games in London 2012. In Olympic Games Rio 2016, he became the first Japanese 400m individual medley gold medalist, won a silver in the 200m individual medley and a bronze in the 4x200m freestyle relay.

Bridgestone has a rich history of supporting various sports and their incredible athletes, including swimming. Four Bridgestone employees competed and one won a medal at Olympics Games Tokyo 1964, and the company had one employee qualify in swimming at both Olympic Games Rome 1960 and Olympic Games Mexico City 1968.

Bridgestone announced its Worldwide Olympic Partnership in 2014, making a long-term commitment to the International Olympic Committee that continues through 2024. Through its business activities, Bridgestone will support this partnership by showcasing the values of community service, social responsibility, and respect for diversity that it shares with both the Olympic Movements.

About Bridgestone Corporation:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

<http://bridgestone.mediaroom.com/index.php?s=20295&item=122401>