

World Class Athletes and Tires are “Built to Perform” in Bridgestone’s Inaugural Olympic Games Campaign

New TOP Worldwide Olympic Partner launches integrated television advertising creative and interactive digital hub for Rio 2016 Olympic Games

Nashville (August 5, 2016) – Bridgestone Americas, Inc. (Bridgestone), a subsidiary of the world’s largest tire and rubber company, is celebrating the upcoming Rio 2016 Olympic Games – the company’s first as a Worldwide Olympic Partner – with a new television advertising campaign set to launch August 5 in the U.S. and Brazil.

Entitled “Built to Perform,” the campaign highlights the many parallels between elite athletic performance and Bridgestone tire innovation. The execution includes compelling television spots that illustrate the concept that world class athletes and tires are not born, they’re built. This television creative serves as the centerpiece of Bridgestone’s fully-integrated marketing program in the U.S. and Brazil for the Rio Games, and will debut during NBC’s and SportTV’s Opening Ceremony telecasts.

“At Bridgestone, we’re excited to be one of 12 TOP Worldwide Olympic partners, and we are proud of the unique, integrated marketing activation that we have created to engage consumers in the U.S. and Brazil around the Rio Games,” said Philip Dobbs, Chief Marketing Officer, Bridgestone Americas Tire Operations. “Our ‘Built to Perform’ campaign and our associated activations honor our company milestones – as well as the hard work and dedication of every athlete who has chased their dream to compete on the world’s greatest sporting stage.”

An anthem spot, entitled “Road to Rio,” will lead the television advertising campaign on NBC in the U.S. and SportTV in Brazil. The U.S. campaign also will feature three product spots for the company’s DriveGuard, Dueler and Potenza tire lines that will run through the Paralympic Games, which culminate September 18.

“It’s obvious to us that Olympic athletes, just like Bridgestone tires, are built differently – they’re built to perform at the highest level,” added Dobbs. “Our tires are built to move, grip, stop on a dime, endure and finish strong in a variety of conditions. That’s a story we are very proud and very excited to illustrate through the precision and performance of elite athletes during the Rio 2016 Olympic and Paralympic Games.”

As part of an integrated marketing program, “Built to Perform” drives viewers and fans to the [Bridgestone Performance Institute](#), a new digital brand experience that is now live in the U.S. and Brazil. The platform also creates interactive parallels between elite athletic performance and Bridgestone tire innovation, and features two primary points of engagement – Anatomy of Performance and Behind the Performance. Through immersive videos and content, as well as inspirational, first-person insight from some of the world’s best athletes, drivers will be able to interact with the Bridgestone brand and its products in the comfort of their homes, offices or anywhere with their mobile device.

Earlier this summer, Bridgestone launched a U.S.-based retail marketing campaign related to the Olympic Games to inspire and engage employees, dealer sales associates and tire buyers on the Road to Rio. The campaign includes internal training platforms and sales incentive programs in retail and Bridgestone’s affiliated dealer network locations across the United States, as well as a promotion that rewards customers with daily gold, silver and bronze level prizes for purchasing select Bridgestone tires. Through a partnership with the United States Olympic Committee, internal retail store activation also includes a partnership with Olympic Track & Field legend Michael Johnson, who is serving as a coach for Bridgestone retail sales associates at Firestone Complete Auto Care, Tires Plus and Wheel Works store locations.

In the U.S., the company also is proudly supporting five Olympians and one Paralympian on Team Bridgestone, including Aly Raisman (gymnastics), Kelley O’Hara (soccer), Meb Keflezighi (marathon), Will Groulx (para-cycling), Khatuna Lorig (archery) and Cullen Jones (swimming). Raisman, O’Hara, Keflezighi will compete in the Rio 2016 Olympic Games, while Groulx will compete in the Rio 2016 Paralympic Games.

Additional Games-time activations from the first-time Olympic partner include a Bridgestonebranded patio at the USA House in Rio, where the U.S. Olympic Committee and its sponsors will host thousands of guests during the Games.

Bridgestone’s “Built to Perform” creative campaign was supported by a partnership of Publicis companies including Publicis Worldwide, Razorfish, ARC and Optimedia. Athlete relations are managed by Lagardère Sports and Entertainment, while communication and crisis preparedness efforts are supported by Edelman and United Entertainment Group.

Bridgestone's TOP Worldwide Olympic Partnership marks the first truly global marketing platform in the company's history. The Rio 2016 Games are also the first Olympic Games in South America and Brazil, a country where Bridgestone has operated for more than 90 years.

Bridgestone's global manifesto for the Olympic Games, entitled "Chase Your Dream," was revealed one year prior to the games and will continue to guide the company's efforts around its Olympic partnership for the next eight years. The manifesto, which was created with support from the Dentsu Aegis Network, honors the commitment necessary to stay the course and realize your dreams. Highlighting the pursuit of performance that Bridgestone shares with the Olympic Movement, the manifesto will be visible during the Rio 2016 Olympic Games through television advertising spots – airing in Japan and Korea – and out-of-home placements, as well as digital and social media channels in Brazil and the U.S.

To learn more about Bridgestone's TOP Worldwide Olympic Partnership, visit:

www.bridgestoneamericas.com.

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About Bridgestone Americas, Inc.

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.

<https://bridgestone.mediaroom.com/index.php?s=20295&item=122391>