

Bridgestone Chosen as Official Supplier of Track Bicycles for Japanese Cycling Team at the Olympic Games Tokyo 2020

Tokyo (October 10, 2017) – The Japan Cycling Federation (JCF), Bridgestone Corporation (Bridgestone), and its Group company Bridgestone Cycle Co., Ltd. (Bridgestone Cycle) have agreed to proceed with the joint development of track bicycles for sprint events to be used by the Japanese cycling team at the Olympic Games Tokyo 2020.

Bridgestone and Bridgestone Cycle will work in collaboration with Japan's national cycling team coaches to design and supply equipment for Japanese athletes competing in three track cycling events at Tokyo 2020: keirin, sprint, and team sprint. Analytic technology from Bridgestone Central Research also will be incorporated into the design process and applied to Bridgestone Cycle's bicycle development technology. Bridgestone and Bridgestone Cycle will conduct development together, with

Bridgestone Cycle taking care of production for supply.

JCF continues to enhance its pursuit of a medal at Tokyo 2020. The agreement with Bridgestone and Bridgestone Cycle was made with hope that partnering with a highly innovative domestic company to develop competition-grade equipment will contribute to a victory for Japanese cyclists.

As a leading company in the Japanese bicycle industry, Bridgestone Cycle has developed bicycles that have helped Japanese competitive cycling teams win a variety of competitions, including the Olympics, for over 50 years. In adding the additional research capabilities and technological expertise of Bridgestone Central Research, Bridgestone and Bridgestone Cycle hope to supply high-performing bicycles that contribute to a medal win for Japanese athletes.

Bridgestone has been an International Olympic Committee (IOC) Worldwide Olympic Partner since 2014. The company supports the Olympic Games through its "Chase Your Dream" message, which represents Bridgestone's desire to support everyone's journey of perseverance to overcome obstacles and achieve their dreams.

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.

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