CHASE YOUR DREAM, NO MATTER WHAT WITH PIERRE VAULTIER AND BRIDGESTONE FRANCE

Pierre Vaultier inspires and engages with everyday battlers at his first Chase Your Dream, No Matter What grassroots event
Pierre teaches that to chase your dream, you first need to find the right physical and mental strength to overcome your obstacles
Bridgestone France's grassroots event encourages all everyday battlers to share their dream and chase it, no matter what
Bridgestone France activates their brand campaign Chase Your Dream, No Matter What as an official Worldwide Olympic Partner with their first local grassroots event.

Today, the 2014 Winter Olympic Champion in snowboard cross, Pierre Vaultier called on his experience of having to fight to achieve his dream against all odds to inspire everyday battlers to do the same. Together they embodied the spirit of Bridgestone's *Chase Your Dream, No Matter What* campaign and climbed the Grande Motte glacier in the Parc National De La Vanoise, Tignes.

Renowned sports psychologist Philippe Giraud joined Pierre to engage the everyday battlers to find their inner mental and physical strength to take on this impressive challenge. After Pierre ruptured his knee ligament in 2013, Philippe Giraud helped him to find the mental toughness to support the demanding physical regime required to come back and win the Olympic title at the 2014 Winter Olympics. Today Giraud shared the same wisdom with everyday battlers who have joined the *Chase Your Dream, No Matter What* movement.

The group were led by a professional mountain guide up the challenging 1.5 km route via the North East ridge. It took three hours to reach the 3653 metre summit and required full ice climbing equipment.

This grassroots event is the first of a series this year to be hosted as part Bridgestone France's *Chase Your Dream, No Matter What* activation. Olympic 200 metre bronze medallist Christophe Lemaitre and boxing silver medallist Sarah Ourahmoune join Pierre as campaign ambassadors in France.

The motivational campaign aims to encourage people of all ages, abilities and passions to find the strength to chase their dream and overcome the obstacles they face on life's journey. The *Chase Your Dream, No Matter What* campaign brings to life Bridgestone's goal Pierre Vaultier, commented: "I love being in the mountains.They are my home and a place where I spent time recovering from my back injury. I've never climbed the Grande Motte glacier. I loved the challenge that it presented, but more than that it was amazing to use the challenges I faced to inspire everyday battlers. It isn't always easy to chase your dream, no matter what, but with a focused mind and the right spirit you can overcome obstacles and make it up to the top, like we did today!"

Benoit Raulin, Directeur Général Bridgestone France & Benelux, said: "Despite the challenges Pierre faced he always kept fighting to chase his dream of becoming Olympic Champion – and he succeeded! He is a great ambassador for our, *Chase Your Dream, No Matter What* campaign. We hope that seeing him and the inspiring everyday battlers who joined him taking on the Grande Motte glacier engages more people to share their dreams and feel that as long as you have a dream, you can chase it, no matter what."

Bridgestone are offering the chance to help you realise your dream, what ever it may be. Share your story for the chance to win: https://www.nomatterwhat.uk.com/dreamsubmission/

Top events: Bridgestone has partnered with the European Tour at international, national and grassroots levels to inspire golf enthusiasts, amateur and professional players to chase their dream, no matter what.

Top grassroots events: Bridgestone is promoting the national grassroots Bridgestone Chase Your Dream Trophy for amateur golfers with England Golf.

Local grassroots events: Three grassroots events, each one hosted by one of our *Chase Your Dream, No Matter What* ambassadors will take place during 2017 to inspire people from all over UK to overcome their own obstacles.

Further information can be downloaded here: bridgestonenewsroom.eu. This campaign is designed

to inspire the French public to believe in themselves and chase their dream, no matter what. Bridgestone Group's mission is based on the words of our founder: "Serving Society with Superior Quality". It is in our company's DNA to support people to stay safe on their journeys, whatever the conditions. This spirit is the foundation of our *Chase Your Dream, No Matter What* campaign.

About Bridgestone EMEA (Europe, Middle East and Africa)

Bridgestone EMEA, with headquarters in Belgium, is a wholly owned subsidiary of Tokyobased Bridgestone Corporation, the world's largest tyre and rubber company. Bridgestone EMEA operates in more than 60 countries and has over 18200 employees. Across the region, it has 14 tyre and tyre related plants, a major R&D Centre and a proving ground.

Bridgestone EMEA's premium tyres are sold in Europe, Middle East, Africa and globally.

For more information about Bridgestone in Europe please visit www.bridgestone.eu, www.bridgestonenewsroom.eu or find us on Facebook, Twitter, Instagram and YouTube.

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