

May 11, 2018

## Bridgestone Becomes Official Partner of the Japan Triathlon Union

**Tokyo (May 18, 2018)** – Bridgestone Corporation (Bridgestone) today announced a one-year agreement with the Japan Triathlon Union (JTU) to become a 2018 JTU official partner. The new agreement, which runs through March of 2019, reinforces the company's commitment to supporting the growth and development of triathlon and paratriathlon competitions in Japan.

Details of the agreement are as follows.

Period	April 1, 2018–March 31, 2019
Category	“Tires and bicycles” Bridgestone will have exclusive rights to supply JTU with the Company's tire products and the bicycles of the Bridgestone Cycle Co., Ltd., (Bridgestone Cycle) at official competitions and events by JTU.
Regions applicable under agreement	Only Japan

Note: Specific details of the products to be supplied to athletes is not part of this agreement.

United under the global message of “CHASE YOUR DREAM,” Bridgestone is partnering with athletes to encourage people of all abilities to persevere in pursuit of their dreams. In 2017, the company started leveraging technology and expertise from the tire manufacturing process to develop equipment that can help Japanese triathletes overcome challenges. These efforts include the development of rubber soles for prosthetic legs used by para-athletes during the running portion of triathlon events. In addition, Bridgestone Cycle has been supplying bicycle equipment and technology support for triathlon and paratriathlon competitions for years. The new partnership with JTU furthers the company's longstanding commitment to the sport and its athletes.