

Bridgestone announced official tyre partner of the Youth Olympic Games Lausanne 2020

Official Worldwide Olympic and Paralympic Partner Bridgestone engages on a global and local level



Bridgestone supports young Swiss athletes with their big dream.

Bridgestone, the Worldwide Olympic and Paralympic Partner, supports the Youth Olympic Games Lausanne 2020 from 9 to 22 January 2020 as the official tyre partner. The world's largest tyre and rubber company is thus committed as a partner of the IOC at both global and local level and supports young athletes on their way to their great dream of taking part in the Olympic Games. In this context, Bridgestone will equip more than 90 official vehicles at the Youth Olympic Games taking place in Lausanne with the appropriate tyres, thus enabling a safer and more comfortable transport of athletes and officials to the competition venues.

Bridgestone has traditionally maintained a close relationship with sport. "Sport inspires and brings people together," explains Christian Mühlhäuser, Managing Director Bridgestone Central Region. "With its premium tyres and future-oriented mobility solutions, our company is also making a reliable contribution to bringing people together. In addition, the radiance and dynamics of high-performance sports fits in well with many of the values we live at Bridgestone every day. Our commitment to this philosophy encompasses all areas of the company and continues through to product innovations such as our new Blizzak LM005 winter tyre."

Whether it's wet, snow or ice, with the new Bridgestone Blizzak LM005, drivers are ideally equipped for the cold season. The latest winter tyre tests carried out by leading German car magazines such as Auto Bild, auto motor und sport or firmenauto, which praise the LM005 with top marks, confirm its performance. On top of this Bridgestone was awarded "Manufacturer of the Year" Winter Tyre 2019/20 by Auto Bild for "best braking performance on snowy, dry and wet roads". "With our new high-performance winter tyre, we will also be the official tyre partner for functionaries, organizers and athletes at the Youth Olympic Games Lausanne, bringing them to their destination more safely regardless of the road conditions. It's impressive to see the passion and determination with which the young athletes from all over the world hold on to their dream, no matter what obstacle they face - we want to support that."

Facebook raffle: With Bridgestone to Lausanne

In order to experience the Youth Olympic Games at first hand, the tyre manufacturer is offering a top-class experience: Bridgestone raffles off 20 tickets for the Youth Olympic Games Lausanne 2020 via Facebook - it's worth staying tuned and participating! Further information can be found under: www.facebook.com/Bridgestone.Deutschland/.

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tyre and rubber company and operates with a mission of "Serving Society with Superior Quality." Bridgestone proudly became a Worldwide Olympic Partner in 2014 and a Worldwide Paralympic Partner in 2018. The company has global rights to the Olympic Movement and Paralympic Movement through to 2024, a period that includes the Olympic and Paralympic Games Tokyo 2020, hometown of Bridgestone, Beijing 2022 and Paris 2024. Bridgestone is dedicated to delivering products, services and solutions that improve the way people move, live, work and play, and its commitment to the Olympic Movement and Paralympic Movement continues a history of sport and innovation dating back more than 100 years. Bridgestone activities related to its Worldwide Olympic and Paralympic Partnerships are guided by a global "Chase Your Dream" message, which intends to inspire people to overcome obstacles and persevere in pursuit of their goals. As a worldwide partner, Bridgestone has marketing rights that include its full range of tyres, tyre services and selected automotive vehicle services, self-propelled bicycles, seismic isolation bearings, and a variety of building and industrial products.

