

## **Bridgestone, Worldwide Olympic and Paralympic Partner, announces the arrival of a new athlete in its team: Rémy Boullé**

**Rémy Boullé, French para kayaker, Paralympic Bronze Medalist at Tokyo 2020, becomes a Bridgestone Ambassador, with just under a year to go until Paris 2024.**



**Rungis (22/09/2023) - Bridgestone, a Worldwide Olympic and Paralympic Partner, announces the signing of a new ambassador, Rémy Boullé, a French para kayaker. His career path echoes the brand's "*Prepared to perform*" campaign, announced a year ago. Olympic and Paralympic medals are never the fruit of chance, but the result of hard work and preparation by athletes.**

### **Rémy Boullé, on course for the Paris 2024 Paralympic Games!**

Rémy started kayaking at the age of 12. During his time in the army, he continued to practice the same high-intensity sport as he had always done with parachuting, and joined the French Espoir team. In 2014, he became a paraplegic following a parachuting accident during a mission. After this event, he decided to concentrate on sport and to invest himself in a new project with exemplary motivation.

He turned to his childhood passion, kayaking, with a clear objective: to compete and succeed at the Paralympic Games. In May 2016, he was selected for the French team, and in September he came 5th at the Rio 2016 Paralympic Games. At Tokyo 2020, he competed again, this time winning a Bronze Medal for France.

Rémy's hard work is matched only by his determination, courage and personality. He trains relentlessly every day, twice a day, combining cardio, circuits, power training and paddle machine. When Paris 2024 arrives, Rémy will be more than ready.

*"My aim is to win gold at Paris 2024, and that's down to effort, determination and hard work to achieve the best possible results, while being supported by a major company that cares about my success. To be a Bridgestone Ambassador is to be Prepare to Perform", he says.*

### **Prepare to perform and win!**

Olympic and Paralympic athletes do not rely on luck, but on their determination, their assiduous training and their many years of preparation. Bridgestone has adopted this motto for Paris 2024. So, like great sportsmen and women, the brand never counts on luck when it comes to the safety, innovation and performance of its products and solutions. The brand's 6 athlete ambassadors are also committed to this approach. They train intensively, every day, for years, which gives them the certainty of performing when they need to.




*"We are very proud to welcome Rémy Boullé to our team of Ambassadors. This signing once again underlines our considerable sporting heritage and the importance of our values of inclusivity, which are paramount at Bridgestone."* explains Bénédicte BOHBOT, Marketing Director for the WEST region.

Bridgestone is proud to be an Olympic and Paralympic TOP Partner, the highest level of Olympic sponsorship worldwide. The motto of the Olympic Games, *"Faster, Higher, Stronger -- Together"*, resonates with Bridgestone's founding principles and its "Ready to Perform" campaign, underlining that Olympic and Paralympic medals are never the result of chance, but the result of the hard work and preparation of the athletes.

### **6 athlètes ambassadeurs dans la Bridgestone Family**

Bridgestone has six high-level athlete ambassadors for the forthcoming Olympic and Paralympic Games: Kevin Mayer, Mandy François-Elie, Amandine Buchard, Manon Apithy-Brunet, Pauline Ado and Rémy Boullé. The careers and values of each of them echo the Bridgestone message with less than a year to go before the competition.

	<b>Kevin Mayer (Decathlon)</b> Olympic Games Decathlon 2x Silver Medalist World Championship Decathlon 2x Gold Medalist World Indoor Championship Heptathlon Gold Medalist
	<b>Mandy François-Elie (Para Athletics)</b> Paralympic Games 100m T37 Gold and Silver Medalist Paralympic Games 200m Bronze Medalist World Handisport Championship 100m Gold Medalist World Handisport Championship 200m Gold Medalist
	<b>Amandine Buchard (Judo)</b> Olympic Games Judo Team Gold Medalist Olympic Games Judo Individual Silver Medalist World Championship Judo 2x Bronze Medalist European Championship Judo Gold and 2x Silver Medalist and 1 Bronze Medalist

	<p><b>Manon Apithy-Brunet (Fencing)</b></p> <p>Olympic Games Fencing Team Silver Medalist  Olympic Games Fencing Individual Bronze Medallist  World Championship Fencing Team Gold, Silver and Bronze Medalist  European Championship Fencing Individual Gold, Silver Medalist, 3x Silver and 3x Bronze Team Medalist</p>
	<p><b>Pauline Ado (Surfing)</b></p> <p>Olympic Games Surfing Participant  Surfing Individual ISA World Champion  Surfing Team ISA World Champion  2x Surfing Junior World Champion</p>
	<p><b>Rémy Boullé (Para kayak)</b></p> <p>Bronze medallist in 200m KL1 at the Tokyo 2020 Paralympic Games  Bronze medallist in Para canoe-kayak 200m KL1 at the World Para Championships  Silver medallist in Para Canoe-Kayak 200m KL1 at the European Para Championships  Bronze medallist in Para Canoe-Kayak 200m KL1 at the European Championships  Gold medal at the World Cup in Para Canoe-Kayak</p>

### **Bridgestone, Olympic and Paralympic partner for 10 and 8 years respectively**

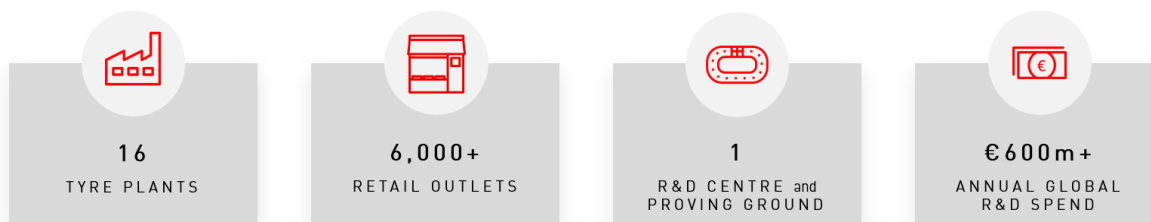
Bridgestone's Olympic and Paralympic partnership is part of a prestigious heritage of sport and innovation that spans more than a century of the company's history and exemplifies the Bridgestone E8 Commitment, the company's core values of Energy, Ecology, Efficiency, Extension, Economy, Emotion, Facilitation and Empowerment: these values drive Bridgestone and guide its strategic priorities, decision-making and actions.

As part of its worldwide Olympic and Paralympic partnership, Bridgestone aims to inspire and motivate people of all ages, abilities and passions to achieve their goals by overcoming the obstacles they may encounter throughout their lives. Reflecting the values of the Olympic and Paralympic Movements, Bridgestone has always understood that the journey is as important as the destination.

**About Bridgestone** in Europe, Middle East, India and Africa

*Bridgestone in Europe, Middle East, India, and Africa (Bridgestone EMIA) is the regional Strategic Business Unit of Bridgestone Corporation, a global leader in tyres and sustainable mobility solutions.*

*Headquartered in Zaventem (Belgium), Bridgestone EMIA employs more than 20,000 people and conducts business in 40 countries across the region.*



**BRIDGESTONE**

*Bridgestone offers a diverse portfolio of premium tyres, tyre technologies and advanced mobility solutions. The company's vision is to provide social and customer value as a sustainable solutions company. The Bridgestone E8 Commitment is a broad, global corporate commitment that clearly defines the value the company is promising to deliver to society, our customers and future generations in eight focus areas; Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease and Empowerment. These provide a compass to guide strategic priorities, decision making and actions throughout every area of the business.*

For more information about Bridgestone in EMIA, please visit [www.bridgestone-emia.com](http://www.bridgestone-emia.com) and [press.bridgestone-emia.com](http://press.bridgestone-emia.com). Follow us on [Facebook](#), [Instagram](#), [YouTube](#), [Twitter](#) and [LinkedIn](#).

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