

BRIDGESTONE AMERICAS TIRE OPERATIONS

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Bridgestone Americas Tire Operations Announces New Consumer Tire Structure, Appoints New Leadership Team

Larry Magee, John Baratta to Lead Consumer Tire Business;
Matt Hoskins Named President of Bridgestone Retail Operations

NASHVILLE, Tenn. (Jan. 17, 2011) — Bridgestone Americas Tire Operations (BATO) today announced a new, fully integrated management structure for its Consumer Tire Business in the U.S. and Canada (hereinafter, the "Consumer Tire Business"). The BATO Consumer Tire Business has grown considerably in recent years and the new structure will facilitate continued growth and make the business even more customer-focused. Effective immediately, the reporting structure of the original equipment (OE), replacement/wholesale, and retail consumer tire businesses in the U.S. and Canada as well as Credit First, NA (the company's private label credit card business) (CFNA) is consolidated to ensure a consistent strategic direction in this dynamic market. The new structure is intended to make certain that each aspect of the Consumer Tire Business is working in a collaborative manner that enhances the company's business and strengthens its relationships with its customers and consumers. The structure is similar to that already in place for the company's Commercial Tire Business in the U.S. and Canada.

BATO also announced the new leadership team for the integrated Consumer Tire Business, effective immediately:

Larry Magee, currently Chairman, CEO and President of Bridgestone Retail Operations, LLC (BSRO), has been promoted to the position of President, Consumer Tire U.S. & Canada, BATO.

John Baratta has been promoted to Vice President, Consumer Tire U.S. & Canada, BATO, a title he will hold concurrently with his position as President, Replacement Tire Sales, U.S. & Canada Consumer Tire Sales Division. Baratta will report directly to Magee.

In his new role, Magee, with the support of Baratta, will be responsible for the strategic direction of BATO's Consumer Tire Business and the continued enhancement of the company's relationships with its customers and consumers. Baratta will focus on Consumer Tire sales operations with an emphasis on the dealer and corporate account channels. His experience, however, will also be invaluable in assisting Magee and the team to further strengthen the OE, Retail and CFNA businesses while continuing to grow the

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Bridgestone and Firestone brands in a highly competitive marketplace. In each channel, Baratta will ensure that the company's valued customers continue to receive the level of support they've come to expect from BATO.

"Larry and John are both very talented executives with a wealth of experience in the tire business, and they each have a keen understanding of what it takes to be successful," said Eduardo Minardi, Chairman, CEO and President of BATO and Chief Operating Officer of Bridgestone Americas, Inc., BATO's parent company. "I'm confident that our Consumer Tire Business is in very capable hands and that under their leadership we will continue to grow our business, serve the needs of our customers, and fulfill our brand promise to provide products and services that meet or exceed consumers' expectations."

The following senior management team leaders will also report to Magee:

Mike Martini, President, Original Equipment Tire Sales, U.S. & Canada Consumer Tire Sales Division, BATO, and his team will continue to execute the company's successful Original Equipment strategy. Under Martini's leadership, BATO's consumer OE division will continue to focus on securing prestigious fitments for the Bridgestone and Firestone brands, while at the same time continuing to enhance brand reputation and drive increased demand for premium brand products in the replacement and store channels.

Matt Hoskins, currently Chief Operating Officer, BSRO, has been promoted to President, BSRO. In his new role, Hoskins will be responsible for the consumer Retail businesses, which include more than 2,100 Firestone Complete Auto Care™, Tires Plus™, Wheel Works™ and ExpertTire™ brand outlets located across the United States.

"Matt has experience in every facet of our Retail business, and with his strategic vision and strong customer focus I know he will build on our Retail success and continue to grow the business," Minardi said.

Dean Miller, President, CFNA, will continue to lead BSRO's private label credit card business, which is headquartered in Brook Park, Ohio. Miller has more than 30 years of experience in all facets of the credit card business and will be responsible for strengthening this important segment of the business.

Each of these Consumer Tire Business leaders has demonstrated exceptional management abilities and has consistently achieved superior results. The company has provided biographical information regarding those individuals accepting new roles within the integrated structure:

Magee began his career with The Firestone Tire & Rubber Company in 1975, and has worked in various positions of increasing responsibility in the business before being named President of the company's Consumer Retail Operations in January 1998. Magee was appointed to his current role as Chairman, CEO and President of BSRO in December 2001. Magee holds a bachelor's degree in Industrial Management from the University of Houston.

Baratta began his career working at a Firestone store in Charleston, S.C., in 1983 after

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earning his bachelor's degree in Business Administration from Furman University. Since 1993 Baratta has focused his efforts on BATO's Consumer Tire dealer and corporate account networks, holding a number of positions of increasing responsibility including Regional Marketing Manager, Regional General Manager, Director of Consumer Replacement and Vice President of N.A. Consumer Tire Sales, before being appointed to his current role as President, Replacement Tire Sales, U.S. & Canada Consumer Tire Sales, in 2008.

Hoskins joined BSRO in 1992, starting as a Retail Sales Associate in Columbus, Ohio, after graduating with a bachelor's degree in Marketing from Ohio University. Hoskins' positions with the company have included Store Manager, Assistant District Manager, Zone Store Operations Manager, District Manager, Manager National Sales and Operations, and Executive Vice President, Morgan Tire & Auto, LLC before taking on his current role as Chief Operating Officer in 2010.

PHOTOS:

For high-res photos of these executives please visit: www.bridgestoneamericasmedia.com

About Bridgestone Americas Tire Operations:

Nashville, Tenn.-based Bridgestone Americas Tire Operations (BATO) is a business unit of Bridgestone Americas, Inc., whose parent company, Bridgestone Corporation, is the world's largest tire and rubber company. Reporting into the BATO business unit are the company's Latin American tire operations, the U.S. and Canadian consumer tire businesses and the U.S. and Canadian commercial tire businesses. BATO develops, manufactures and markets Bridgestone, Firestone and associate brand tires. The business unit is focused on retail, wholesale and original equipment markets, supplying passenger, light truck, commercial vehicle, off road, motorcycle, agricultural and other tires to its customers in the Americas. In addition, through its Bridgestone Bandag Tire Solutions unit, retreading customers have access to industry-leading research and development, manufacturing, marketing and sales expertise, providing them with a total tire solution.

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