

Bridgestone Americas Spent Tire Initiative

A Retail Perspective on Biodiversity

Bridgestone Americas, Inc. Overview



Bridgestone Americas Tire Operations

- Tire Manufacturing – Consumer, Commercial, Agricultural, Off-Road
- Retreading products, services & technology



Bridgestone Retail Operations

- Retail Locations
- Service and Repair
- Retail Tire Sales



Firestone Industrial Products

- Air Springs for highway trucks and many other applications



Firestone Natural Rubber

- Tire Rubber
- Latex
- Hevea Wood



Firestone Fibers and Textiles

- Tire Cord
- Industrial Fabrics



Firestone Building Products

- Roofing, Insulation, Building Systems

At the Source



At the Manufacturing Facility



At Our Stores



During Product Use



ECOPIA EP422



End of Life



Sustainability Across the Value Chain



Bridgestone Retail Operations

- Helping Consumers Drive Greener and Cleaner:
 - Vehicle maintenance and repair
 - Tire maintenance and repair
- Recycling
 - 100 percent of BSRO spent tires find another beneficial purpose, surpassing the national average of around 85 percent
 - BSRO also recycles :

Reduce fuel use & carbon footprint

Scrap tires	Spent antifreeze	Cloth wipes	Mixed paper
Used oil	Used HCFC-134a	Fluorescent bulbs	Beverage bottles and cans
Used oil Filters	Water based cleaning solutions	E-waste	Other household batteries
Used automotive batteries	Wheel weights	Scrap metal	

- Going beyond customer service to help our communities
 - BSRO accepts and recycles do-it-yourself used oil and automotive batteries at every store



The experience you want.™

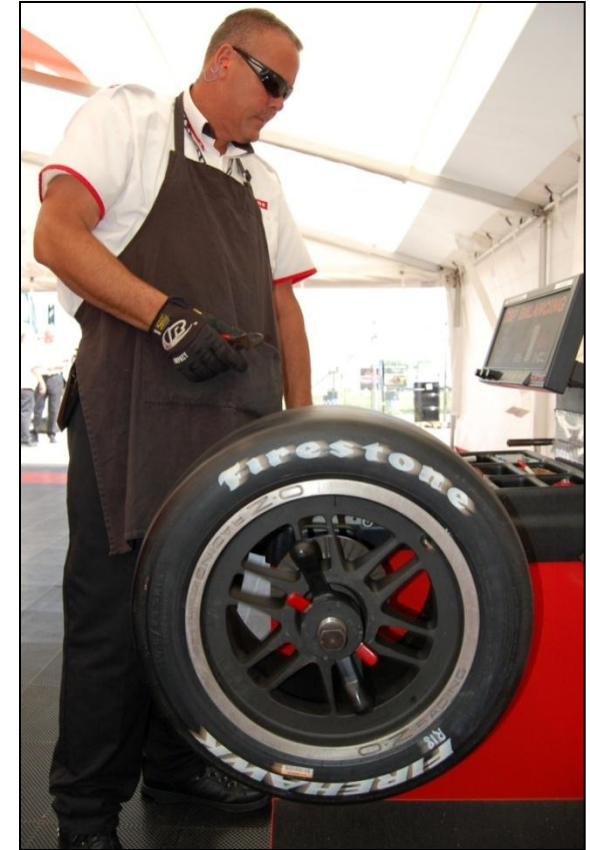




As we say in the South, we've "gotten religion" on recycling!

Leading the Way on Non-Lead Wheel Weights

- All of BSRO's 2,200 automotive service store locations have switched from lead to steel wheel weights since the program began in 2007.
- Firestone Racing made the switch to non-lead wheel weights for both the IndyCar and Firestone Indy Lights series in 2008, as well as Bridgestone F1 racing.
- Non-lead wheel weights are now becoming an industry standard

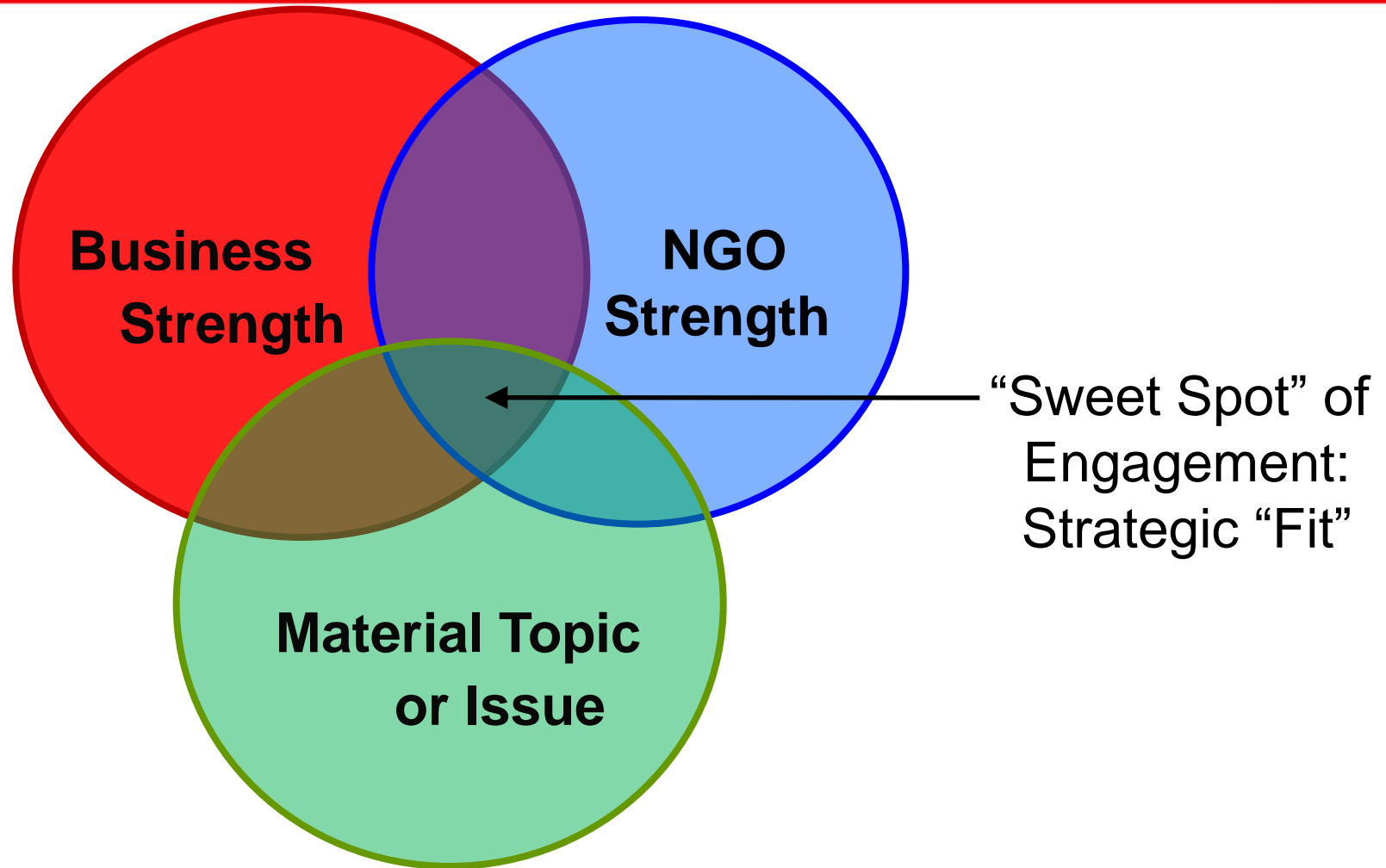


Bridgestone Firestone Centennial Wilderness

10,000 acres donated to Tennessee Wildlife Resources Agency to celebrate Firestone's Centennial (Year 2000)

Land managed for wildlife habitat plus public access for hiking, camping, fishing and controlled hunting





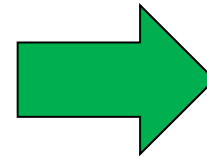
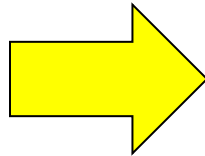
- Strategic “fit” enables both competitive advantage and sustainability
- Mutual reinforcement builds lasting value

Spent Tire Initiative

On Earth Day, 2012, Bridgestone Americas announced a program that sets a **waste-free vision for the future** of the tire industry.

Building upon the environmental performance of our 2,200 Bridgestone Retail Operations stores nationwide, we launched our **Spent Tire Initiative**

- designed to assure that **for every new tire the company sells in the United States, one spent tire** – a tire that has been removed from use – **is sent to another valuable purpose.**



Scrap Tires: Our Industry's Most Visible Environmental Issue



Perception: Tires are the “poster child of trash”

Reality: About 85% of tires are recycled/reused
(2nd only to car batteries!)

Biodiversity in Streams: A Link to Scrap Tires?

Rivers such as the Duck in middle Tennessee are important to environmental health and biodiversity

- Linking the material issues of scrap tire management and biodiversity, we have found a strategic fit for Retail / NGO / community engagement



Biodiversity of the Duck River in Middle Tennessee based on a one-cubic foot sample

Source: National Geographic

Community Activities | Spent Tire Initiative

As part of our Spent Tire Initiative, we partner with The River Network and other NGOs and communities to recycle any tires they remove from the environment



Before cleanup



After cleanup

Spent Tire Initiative 2013 Accomplishments (so far):

Provided support for more than 110 community clean-ups across the U.S.

Collected over 25,000 spent tires from our environment;

all were sent to a valuable use

Planning Even More in 2014!

Do river cleanups help biodiversity? We think so: both directly and indirectly

- Thousands of people caring and learning about watershed protection
- Tied into local relationships with our 9 Wildlife Habitat Council - certified sites (over 2,000 acres)
- Education is the first step toward sustaining biodiversity
 - over 10,000 children have been educated at the Warren County BEECH program in environmental related STEM programming.



**Warren Co., TN BEECH
(Bridgestone
Environmental Education
Habitat and Classroom)**

**Wilson Co., N.C.
Freedom Wildlife Habitat**

**Cecil Co., Md.
Woodlawn Landfill Site**

Thank You!



To help ensure a healthy environment for current and future generations...

One Team,  One Planet.

BRIDGESTONE

