News Release

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Bridgestone Launches Potenza Sport [A] Tyre Incorporating 55% ISCC PLUS Certified Recycled and Renewable Materials

- **The Potenza Sport [A] is Bridgestone's first mass-produced tyre to source 55% recycled and renewable materials[1] in its production, following certification from International Sustainability and Carbon Certification (ISCC) PLUS.**
- **The ultra-high performance tyre has been developed with Bridgestone's ENLITEN Technology to improve its sustainability characteristics and make it fully EV-ready, without any compromise on safety or performance.**
- **Demonstrating Bridgestone's innovative capabilities to combine sustainability and performance, the new Potenza Sport [A] marks another key milestone on the company's journey toward using 100% sustainable materials by 2050.[2]**

BRUSSELS (September 3rd, 2024) — Bridgestone, a global leader in premium tyres and sustainable mobility solutions, is introducing the Potenza Sport [A], the company's first mass-produced tyre to incorporate 55% ISCC PLUS certified recycled and renewable materials[1]. ISCC PLUS is a globally applicable certification standard which aims to increase the transparency and traceability of alternative feedstocks throughout the entire supply chain, from the point of origin to the final customer.

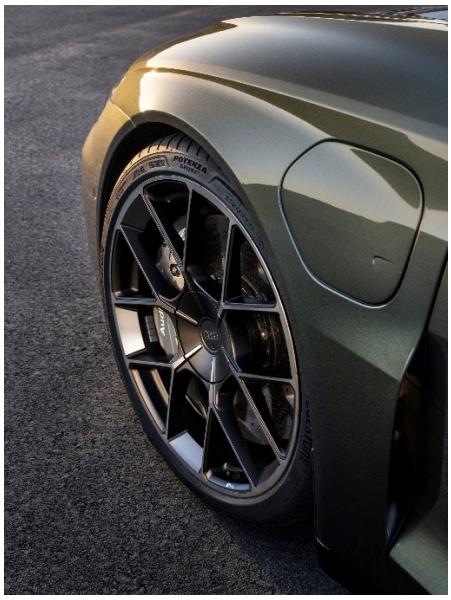
Steven De Bock, Vice President Original Equipment at Bridgestone EMEA, commented: “The Bridgestone Potenza Sport [A] is a great example of Bridgestone’s innovation capabilities and commitment to sustainability. This achievement marks another significant milestone as we accelerate our progress toward using 100% sustainable materials in our products by 2050 and beyond.[2] Driving sustainable innovation, we are proud to mass-produce a tyre incorporating such a high percentage of ISCC PLUS certified recycled and renewable materials[1]. This launch furthers the adoption of a circular economy in our business.”

The Bridgestone Potenza Sport [A] tyre was developed with ENLITEN Technology to improve its sustainability characteristics and make it fully EV-ready, without making any compromise on safety or performance. As a result, Bridgestone’s ultra-high performance tyre offers outstanding safety and control to drivers, achieving an EU label A grade for wet grip. It also delivers best-in-class energy efficiency and extended battery range, boasting an EU label A grade in rolling resistance.

In line with the Bridgestone E8 Commitment, 35% ISCC PLUS certified renewable materials are sourced to produce the tyre, including natural rubber and bio-attributed polymers, as well as 20% ISCC PLUS certified recycled materials.[1] These include ground rubber linked to End of Life Tyre, certified carbon black linked to circular oils, rice husk ash silica, lignin, zinc oxide, and recovered carbon black linked to End of Life Tyre.

Bridgestone's Potenza Sport [A] tyre is not a concept or a pilot project. It has been carefully chosen by Audi as original equipment for their new e-tron GT.[3] As a globally OE-homologated tyre, the new Bridgestone tyre went through Audi's rigorous testing and was recognised for providing the high performance demanded by such a powerful and demanding vehicle, while also delivering outstanding safety and sustainability.

Developed in Europe, the Bridgestone Potenza Sport [A] will be manufactured at Bridgestone's cutting-edge plant near Rome, Italy which achieved ISCC PLUS certification in 2022. The Roma plant is also ISO 50001 certified for efficient energy management. The plant's entire tyre production process is 100% electric, with the electricity being produced from renewable sources[4].



*1 55% – certification scheme adopted is ISCC PLUS using mass balance approach as chain of custody
*2 Bridgestone refers to sustainable materials as those that:
- come from resources with a continual supply;
- can be used as part of the business over the long term; and
- have a low environmental and social impact over their lifecycle from procurement to disposal
*3 Available in 265/35 R21 101XL Y (front) and 305/30 R21 104XL Y (rear)
*4 with Guarantees of Origin certificates

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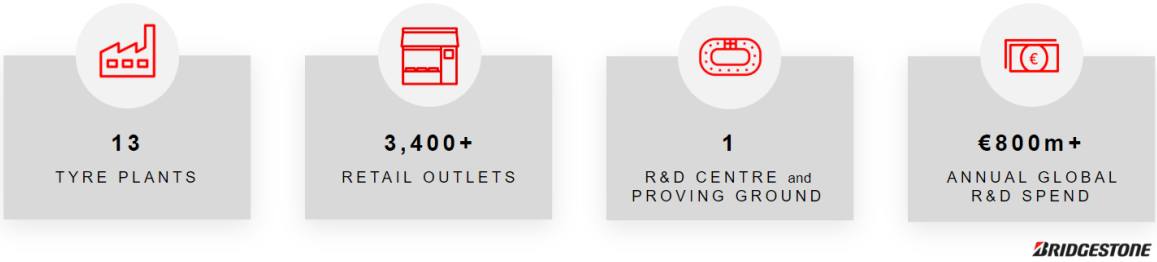
***About Bridgestone** in Europe, the Middle East and Africa*

Bridgestone in Europe, the Middle East and Africa (Bridgestone EMEA) is the regional Strategic Business Unit of Bridgestone Corporation, a global leader in tyres and sustainable mobility solutions.
Headquartered in Zaventem (Belgium), Bridgestone EMEA employs more than 14,000 people and conducts business in 35 countries across the region.



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 EMEA, please visit our newsroom and www.bridgestone.com. Follow us on Facebook, Instagram, YouTube, Twitter and LinkedIn.

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