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Bridgestone to Supply ECOPIA Brand Tires as Standard Equipment for Toyota iQ

~ Expands scope of flagship brand of eco-friendly tires ~

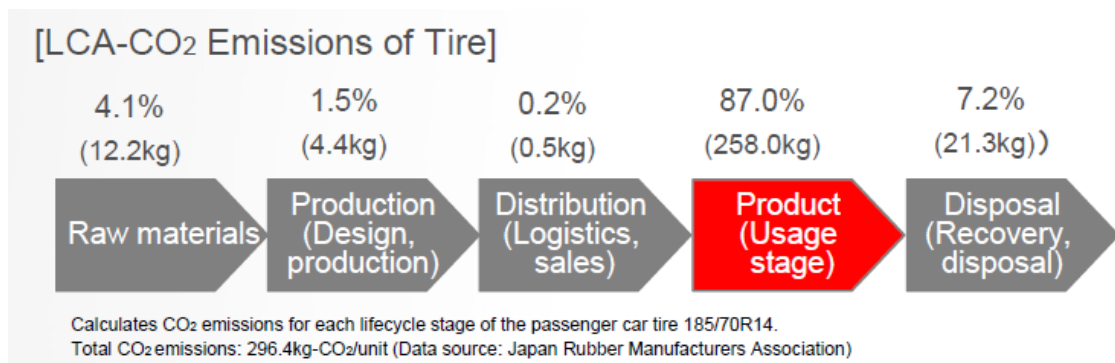
Tokyo (November 17, 2008) – Bridgestone Corporation (“Bridgestone”) announced today that it has started supplying ECOPIA EP25 tires as standard equipment for Toyota Motor Corporation’s “iQ”, which is scheduled to be released to the Japanese market on November 20, 2008, and in Europe in the beginning of 2009. The tire size will be 175/65R15 84S.

The Bridgestone Group believes that it can make a significant contribution to addressing worldwide environmental issues such as global warming through the development of tires that provide greater reduction in rolling resistance, and thus improve fuel efficiency and reduce carbon dioxide emissions. In calculating carbon dioxide emissions at each stage of the tire lifecycle, from raw materials to disposal, it was discovered that 87%*¹ of total emissions occur during the usage stage.

ECOPIA is Bridgestone’s flagship brand of eco-friendly tires that focus on realizing a reduction in rolling resistance. In Japan, ECOPIA tires were first used on electric-powered cars in 1991, setting the stage for the ECOPIA M881 and ECOPIA R221 series of tires for trucks and buses, which were released in the replacement market in 2002. Bridgestone launched the ECOPIA M812 tire for light trucks in 2005, and then the ECOPIA EP100 for passenger cars in April 2008.

Bridgestone plans to further expand its range of ECOPIA brand tires, as well as extend the scope of coverage to the global market and their use on original equipment. Supplying the tire as standard equipment on the Toyota iQ is a major step towards making this a reality. By incorporating technologies used in ECOPIA tires such as NanoPro-Tech*² into existing product lines, Bridgestone will expand its range of eco-products*³ and plans to make 100% of its passenger car tires for the replacement market in Japan (summer tires) to eco-products by 2014.

*1: Carbon dioxide emissions at the different stages of a tire's lifecycle



*2: NanoPro-Tech (Nanostructure-Oriented Properties Control Technology) is the generic name for the technology that draws out special characteristics and controls the microstructure of materials through molecular design. It is one of Bridgestone's core technologies. Bridgestone addressed the challenge to combine a reduction in rolling resistance and safety performance in wet conditions and has succeeded in overcoming this dilemma with the introduction of its raw materials development technology, NanoPro-Tech.

*3: Eco-products refer to tires with outstanding economic efficiency and environmental performance to a level that satisfies Bridgestone standards. Such tires boast less rolling resistance, are lighter weight, emit less carbon dioxide while driving through greater fuel efficiency, and in general, have been designed with the environment and fuel economy in mind.

<Features of ECOPIA EP25>



ECOPIA EP25 employs a compound that applies NanoPro-Tech, Bridgestone's unique materials technology, which contributes to a reduction in rolling resistance and better fuel efficiency.

<Features of the Toyota's iQ>



Toyota's "micro-premium" car, the "iQ", breaks down conventional ideas about size to provide outstanding features in a super compact body.

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**One Team,
One Planet.**

In line with its status as company with a vast global presence, Bridgestone has formulated a universal environmental policy, dubbed “One team, One Planet,” to unite it with people and organizations beyond the standard corporate framework as well as to ensure the safety of the children of the world.



This mark expresses the environmental management activities promoted by Bridgestone. The “e” represents the first letter of the word “Ecology”, the cornerstone of these activities. The mark also symbolizes the seeds borne from our eco foundations in the form of a clear sky and growing trees.

Bridgestone Corporation, headquartered in Tokyo, is the world’s largest tire and rubber company. In addition to tires for use in a wide variety of applications, it manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

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