

Bridgestone 3.0 Journey

Core business: Rebuild earning power - direction for manufacturing footprint restructuring

■ Reinforce structure to "produce" premium products

- Global optimization & improvements for maximum use of existing production capacities
- Continually consider manufacturing footprint restructuring throughout the next 10 years
- Planned global manufacturing footprint restructuring (incl. diversified products and material manufacturing sites): 40% reduction (by 2023) from approx. 160 sites in 2019



Caption:

Description:

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