

2023 DE&I Annual Report

Bridgestone Americas





**Servir a la Sociedad
con Calidad Superior**



Table of Contents

Glossary of Terms	6
Executive Summary	8
A Message from Paolo Ferrari	10
Bridgestone Commitments	12
U.S. Scorecard	18
Canada Scorecard	18
Latin America Scorecard	19
Culture	20
Employee Resource Groups	26
DE&I in Action	40
Supplier Diversity	50
Bridgestone Americas Trust Fund	52
Communities and Customers	54
A Message from Jason Fisher	56

Glossary of Terms

Diversity

Encompassing all the characteristics that make one individual or group different from another. A broad definition includes not only race, ethnicity, and gender, but also gender identity and expression, age, national origin, religion, disability, sexual orientation, socioeconomic status, education, marital status, language, physical appearance, ideas, perspectives, and values.

Equity

Treating everyone the same and giving everyone access to the same opportunities. Working toward genuine fairness, removing barriers, and providing support to those whose opportunities have been limited by individual circumstances and societal obstacles. Equity does not guarantee success, but it does give everyone an equal chance to succeed.

Inclusion

Genuinely putting excluded individuals and/or groups at the heart of processes, activities and decision/policy making. At Bridgestone, this means creating a work environment that not only recognizes and celebrates our differences, but also enables all teammates to participate in a culture where they are Free to Be and able to thrive.

Underrepresented Groups

Describing a group whose representation in a company, organization, profession or department for instance, does not match their representation in society at large. Typically, this refers to gender or race.

Diverse Slates

Describing a pool of candidates during recruitment that includes candidates from underrepresented group-race or underrepresented group-gender.

Allyship

Individuals who may not be from a particular group of people but who want to show their support. This often includes a commitment to furthering diversity, equity and inclusion and challenging negative behaviors.

Job Categories

Job groupings with comparable responsibilities within an organization:

- Leadership: positions in the highest level of the organization across all functions.
- Management: leaders focusing on accomplishing tactical, operational activities within a specified area, usually by directing others.

- Professional: generally, individuals with responsibility in a professional or technical specialty.
- Teammate: individual contributors providing organizational support or roles operating in a 'hands on' environment in support of daily business activities.
- BSRO Field Management: positions that have direct responsibility for sales in our retail operations stores.
- Technical: positions involved in the creation and development of Bridgestone solutions.
- BATO Sales: positions that have sales responsibilities for our customer and consumer.

Geographic Scope

The BSAM report includes case studies and metrics for the US, Canada, Brazil, Argentina, Mexico, Columbia, Costa Rica and Chile.



Executive Summary BSAM

Vision

Bridgestone is on a journey to create an equitable experience for teammates from underrepresented groups and an inclusive experience for every teammate and customer in the communities we serve.

The company does this by focusing on the workplace, workforce and marketplace.

Workplace

- Increased support for our ERGs extending to our retail and technical communities.
- Top 100 Best Companies for Women by Comparably in 2023 in the large company category.
- 74% of our teammates feel the company promotes diversity.



Bridgestone is creating an equitable experience for underrepresented groups and an inclusive experience for all.

Marketplace

\$2.4M
Community Investment

with 17% donated to Equity and Inclusion organizations

\$20M
Continued support

since 2015 to Boys and Girls Club

Continued Partnership with Equitable access organizations:



Bridgestone is doing meaningful business with underrepresented groups in it's supplier network that will make a more equitable impact in the economies in which it operates.

Workforce

Underrepresented Group: Race

Only tracked for the USA

- Overall increase in representation by 1.9% for total population.
- Steady increase in our management populations with 19.4% representation.
- Increase of 0.7% in our Sales population which interfaces with our B2B Customers, 1.5% in our BSRO population which services our customers, and 0.4% in our teammates who create solutions.

Underrepresented Group: Gender

Tracked across USA, Canada and Latin America.

- USA: continuing to maintain and grow our women population with over 33.3% management representation and 22.3% in our most senior positions.
- Latin America: marginal increase in total population but increase in management representation now totalling 27.7% and leadership representation at 37.5%.
- Canada: 26.9% representation in our management populations; this is a baseline year for tracking.

Bridgestone is focused on the retention, recruitment and advancement of underrepresented groups.

Next Steps, DE&I Mission & Priorities

Bridgestone is focusing on cultivating an even more inclusive culture that advances equity, embraces individuality, and helps increasingly diverse teammates, customers, and communities thrive.

Looking ahead, the Bridgestone team is excited to pursue its DE&I goals for the coming year. These goals are aligned with the company's values, mission, and vision, and will create value for stakeholders and society.

A Message from Paolo Ferrari

Our 2023 Diversity, Equity and Inclusion (DE&I) annual report is the third report created and published by Bridgestone Americas. Our organization is committed to transparency and accountability for our teammates, customers, and communities, and we believe that pursuing innovative solutions to today's challenges cannot be done in a vacuum.

True innovation requires collaboration and a focus on creating opportunities for great minds to think outside the box. This is why we are staying the course and continuing to pursue an inclusive environment that pioneers solutions for our industry and world.

In our 2022 report, we gave you an overview of the work we've been doing to embed DE&I into our culture and to make Bridgestone a fully inclusive, equitable and diverse place to work that benefits our people, customers, business, and the communities where we operate. We also shared the progress we made on our long-term journey, which we continue to track and share using our DE&I strategic framework and scorecard.

Guided by the Bridgestone E8 Commitment, this annual report is once again designed to highlight some of the ongoing initiatives, events, and achievements we've made as we press on towards our DE&I goals. This year it captures new ways we are uniting efforts with other Bridgestone regions and subsidiaries to empower people to bring their whole self to work no matter where they are or who they work with.

We are a multi-faceted and multi-dimensional business, operating in 12 countries across countless languages and employing more than 45,000 people from all walks of life. As such, we must ensure our people and customers feel free to be themselves at Bridgestone, regardless of race, background, gender identity, sexual orientation, or any other unique aspect.

The world is evolving and we are seeing an increasingly challenging and uncertain political, regulatory, and economic climate. Still, Bridgestone remains totally committed to contributing to a fairer, more inclusive and united society – something I know our people and customers are equally passionate about.

While taking pride in the progress we've made, we also know that we are far from perfect. That is why we'll continue to be honest in sharing the areas we need to improve in these annual reports.

In the coming pages, you'll read about topics including the growth of our Employee Resource Groups, (which unite people with shared interests, beliefs or attributes), the launch of our new Employee Value Proposition, and some of our key achievements, such as reaching 30% female representation in our management population and continuing to increase our racial diversity year on year.

We are on a journey, and that journey will continue to reflect our belief that what is good for society is good for business.



Paolo Ferrari

President and CEO, Bridgestone Americas
Joint Global COO, Bridgestone Corporation

The Bridgestone E8 Commitment

Sustainable Solutions Depend on Diversity, Equity & Inclusion

In 2022, Bridgestone announced its Bridgestone E8 Commitment: eight values to build a more sustainable society for the future. It is a global corporate commitment that clearly defines the value Bridgestone will deliver to society, our customers and future generations.

The Bridgestone E8 Commitment connects to every aspect of the business and guides decision making through the development and delivery of products, services, and solutions.

At Bridgestone, the mission has long been 'Serving Society with Superior Quality' – it's why the company exists.

People are at the heart of everything Bridgestone does, which is why Empowerment is one of the Bridgestone E8 Commitments.

Empowerment represents initiatives to increase accessibility and dignity for all people by promoting diversity, equity and inclusion (DE&I), solving social issues through support of local communities and creating a corporate culture that empowers teammates. Increasing accessibility and dignity (not just for this generation, but for future generations) is something Bridgestone is passionate about.





Global Human Rights Policy Commitment

In 2022, Bridgestone announced an updated Global Human Rights Policy that defines human rights practices in five specific focus areas.

These include respect for diversity and inclusion, a zero-tolerance approach to discrimination and harassment, a focus on workplace safety and health, a commitment to responsible labor practices, and protection of free speech and association.

The Global Human Rights Policy is a broad statement of the standards and behaviors that all Bridgestone employees around the globe can and should expect from the company, its managers and teammates.

Employee Value Proposition

Bridgestone is committed to serving society with superior quality beyond innovation. Teams across the Americas, Europe, Middle East and Africa are the driving force behind the company's core pillars: uniting, empowering and pioneering. These pillars are at the heart of Bridgestone's Employee Value Proposition (the Bridgestone experience teammates can expect, and to which they are expected to contribute for others), which guides the business's corporate activities and represents its commitment to teammates, the work they do, and the impact we collectively leave on the world. Whether it's pioneering revolutionary product technology to support the future of mobility or showing up for teammates when they need support, together we can help the world discover What Really Matters.

The three core pillars of the Bridgestone Employee Value Proposition are:

Uniting individuals with diverse perspectives to create a world-class team where you can thrive.

Empowering you with unique opportunities to make a meaningful impact and shape your career.

Pioneering innovative solutions together to make mobility safer, more efficient, and more sustainable.

Bridgestone's EVP
Commitment: 



Scorecard

Having a Global Human Rights Policy, Employee Value Proposition and Bridgestone E8 Commitment shows Bridgestone’s intent, but living those commitments and ensuring it acts upon them is even more important.

That’s why we track and report a consistent, outcome-based scorecard of metrics. The objective is and always will be to share results with as much transparency, consistency, and precision as possible.

In the 2022 report, we detailed the data we track and report according to job categories – Leadership, Management, Professional, Teammate, Sales, and Technical, and Bridgestone Retail Operations Field Management (BSRO Field Management), which the team believes is the most meaningful and repeatable approach.

In this 2023 report, we continue to report data for the same underrepresented categories: race, gender, and race and gender combined. The goal is to make measurable, sustained and year-round progress in each of the categories being measured for each underrepresented group. Visit the glossary page for definitions.



I am so proud of our work to increase representation for underrepresented groups. It is exciting to know that our intentional efforts around recruitment are paying off. We have also taken our efforts beyond recruitment and doubled down on the development efforts of our teammates to ensure that we are developing a pipeline reflective of all diverse characteristics.”

Susie Long

Senior VP of Talent, Engagement, Organization and Culture



U.S. Scorecard

Diversity, Equity and Inclusion							
	Underrepresented Groups (URG)			Recruiting External Hires			
	Total	URG: Race	URG: Women	URG: Women of Color	People of Color	Women	Veterans
Leadership	172	12.2%	22.3%	3.5%	49.1%	11.5%	6.5%
Management	1,358	19.4%	33.3%	7.3%			
Professional	1,828	24.5%	35.9%	8.3%			
Teammate	26,796	40.5%	10.4%	5.2%			
BATO Sales	335	14.6%	11.6%	2.4%			
BSRO Field MGMT	2,259	23.2%	7.2%	1.9%			
Technical	1,216	19.0%	11.1%	2.6%			
GRAND TOTAL	33,964	36.5%	12.5%	5.1%			

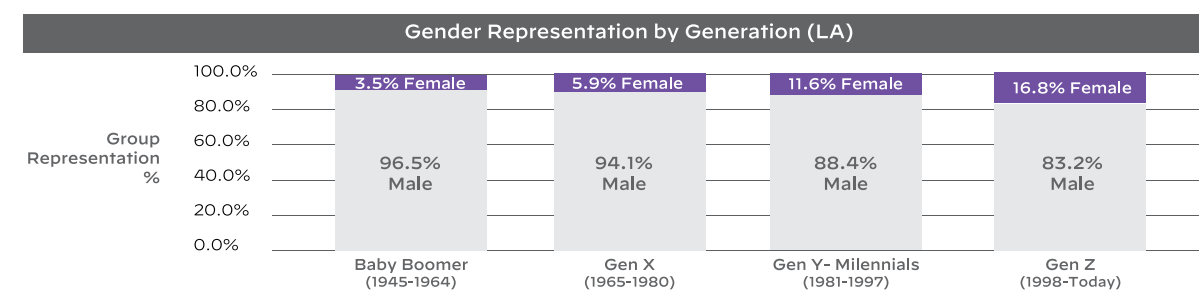
Underrepresented Groups (URG) by Ethnicity/Race									
	Asian	Black or African American	Hispanic /Latino	Two or more races	American Indian or Alaska Native	Native Hawaiian or Pacific Islander	I do not wish to identify	Unknown	White
Leadership	5.8%	2.3%	2.9%	1.2%	0.0%	0.0%	2.9%	1.7%	83.1%
Management	5.8%	6.6%	5.4%	1.3%	0.3%	0.0%	1.5%	1.5%	77.5%
Professional	5.4%	13.3%	4.3%	1.3%	0.2%	0.1%	1.4%	1.80%	72.3%
Teammate	3.0%	21.1%	12.1%	2.6%	1.2%	0.5%	1.1%	6.0%	52.4%
BATO Sales	0.3%	4.8%	6.6%	1.8%	1.2%	0.0%	1.8%	1.5%	82.1%
BSRO Field MGMT	2.0%	8.9%	8.6%	2.3%	1.0%	0.5%	0.9%	5.9%	69.9%
Technical	7.6%	5.6%	4.7%	0.7%	0.2%	0.2%	1.4%	1.8%	77.8%
GRAND TOTAL	3.3%	18.5%	10.8%	2.4%	1.0%	0.4%	1.2%	5.4%	57.0%

Canada Scorecard

Diversity, Equity and Inclusion					
	Female	Male	Total	% Female	% Male
Teammate	244	1,154	1,398	17.5%	82.5%
Technical	1	32	33	3.0%	97.0%
Professional	27	105	132	20.5%	79.5%
Leadership	0	2	2	0.0%	100.0%
Management	7	19	26	26.9%	73.1%
Sales	3	35	38	7.9%	92.1%
GRAND TOTAL	282	1,347	1,629	17.4%	82.6%

Latin America Scorecard

Diversity, Equity and Inclusion							
	Gender Representation				Recruiting External Hires		
	Female	Male	Total	% Female	% Male	Current	Prior
Leadership	3	5	8	37.5%	62.5%	29.6% Female	21.3% Female
Management	66	172	238	27.7%	72.3%		
Professional	675	1,257	1,932	34.9%	65.1%	70.4% Male	78.7% Male
Teammate	143	6,391	6,534	2.2%	97.8%		
BATO Sales	43	159	202	21.3%	78.7%		
GRAND TOTAL	930	7,984	8,914	10.4%	89.6%		



"I feel very proud of the work we are doing as a team (all areas, all countries, all levels) to continue to make Bridgestone a more inclusive place to work. The support and engagement of all DE&I initiatives led by our ERGs and leaders have increased a lot, as reflected in many ways, including in our annual engagement survey. I truly believe that diverse perspectives and experiences make our organization better."

Lucila Del Grande

HR Vice President, Latin America & BSAM Core Tire



"I am very proud to be part of the work being done around DE&I in our company, especially in manufacturing, where we are creating a solid foundation for the entire process to be self-sustainable. Diversity, equity, and inclusion together create a sense of belonging, allow individuals to be their authentic selves, and contribute their best. It makes our company a better place to work."

Rioji Hirokawa

Director, South America Manufacturing



Free to Be Conversations

Bridgestone launched Free to Be Conversations in 2022 and built on the initiative in 2023 by extending it to include panelists and personal testimonies from the United States, Canada, EMEA and Latin America.

The company held four of these conversations during 2023 with two global events. All saw panel leaders and teammates raise and discuss DE&I related issues. Conversation topics in 2023 included embracing equity, sexuality and gender, and a discussion on the legal and business aspects of DE&I in the US.



Free to Be is more than an anthem, it's a movement across Bridgestone to celebrate uniqueness of all teammates."

Bridgestone DE&I Team

Derryl Collett, Kathrine Ruhl and Kendrick Robinson

Free to Be

At Bridgestone you're always Free to Be

For Bridgestone, inclusion starts with living cultural characteristics and ensuring teammates truly feel Free to Be themselves.

The mission is to cultivate a workplace culture that ensures each voice is heard and where people are equipped to reach their goals.

Bridgestone believes that what really matters is being free to bring your whole self to work.

In 2023, the company redesigned its Free to Be logo to look and feel more like the Bridgestone brand. A mark was needed that would help people understand what the company and its people stand for. Bridgestone believes in building a working environment and culture that energizes teammates while still respecting their diversity, unique attributes and goals. This will naturally create a better experience for Bridgestone customers and the societies we serve.

What Free to Be Means at Bridgestone 



Free to Be Week

The third annual Free to Be Week put DE&I in the spotlight in October 2023.

Teammates in Canada, the United States and Latin America took part in several events focused on gender equality, sustainability, creativity, and accessibility.

The theme of the week was **Free to Be Empowered**. Programming and opportunities were provided to empower teammates and leaders to thrive inside and outside Bridgestone by celebrating their role in the creation of an inclusive workplace.

Highlights of the week included **sessions on empathy and implicit bias, Free to Be Conversations on DE&I in business and accessibility**, and a thought leadership panel at a Nashville Predators game. The week also highlighted community partners such as Creative Girls Rock and Urban Green Lab.

The Free to Be Accessibility Conversation included **special guests and Team Bridgestone Paralympian athletes Dani Aravich and Aaron Pike**. Dani and Aaron shared their insights and experiences to help teammates understand how to create a more inclusive and accessible environment for everyone.

A Creative Session was also held featuring Creative Girls Rock & Rashad Tha Poet **for teammates to express what Free to Be means to them through art**.



Embedding DE&I Into Our Culture

Bridgestone is on a mission to cultivate an even more inclusive culture that advances equity, embraces individuality, and helps increasingly diverse teammates, customers, and communities thrive. To continue to drive an inclusive culture, the company continued our focus on learning and development and wellbeing.

Learning and Development

During 2023, the company made meaningful progress in driving differential DE&I behaviors through learning and development programs, tools, and resources. These included:

- Launching an Implicit Bias Refresher Course in the US and Latin America designed in partnership with Culture Shift to help leaders improve their skills in bias detection and mitigation. The course has been completed by 76% of leaders in the US.
- Expanding DE&I Training to Bridgestone Canada, holding four implicit bias sessions for managers. The team also provided DE&I framework and strategy training to +90 teammates.
- Running several initiatives in Latin America. These included introducing an Allyship guide to teammates, mandatory DE&I training, and women's development programs. A DE&I Champion Award was also launched.
- Continuing to evolve and develop a self-guided DE&I learning curriculum, Inclusive Pathways, which covers

implicit bias, allyship, and empathy. It also published a DE&I playbook in the United States.

- Providing Empathy in the Workplace resources in the US and Latin America including a self-guided empathy framework supported by facilitated sessions. 15 empathy workshops were attended in the US, while +2,500 teammates completed online sessions in Latin America.
- Offering Finance, Marketing and Retail teams dedicated DE&I sessions and leadership panels in the US.



Leonardo Dominguez

Talent Management Sr. Consultant, Bridgestone Argentina

The Learning and Development team is at the forefront of our commitment to DE&I. Through our strategy, we are strengthening our efforts to cultivate a workplace that reflects the global diversity we serve and are reinforcing the importance of fostering an inclusive environment for all."



Well-Being

Taking care of teammates and helping them thrive at work is a top priority at Bridgestone.

The company aims to do this by focusing on three primary areas to continually improve its well-being strategy:

1. The voice of teammates through regular teammate surveys, ERG feedback, and focus groups.
2. External market trends, best practices, and differentiators.
3. Leading health indicators to help ensure efficacy of care and better, more proactive health outcomes for our teammates and their families.

Bridgestone wants to ensure equity in their benefit programs while ensuring health efficacy and removal of barriers to healthcare and well-being support for teammates and their families.

During 2023, the Well-being team launched a monthly spotlight campaign (including financial, emotional and physical well-being content) to provide teammates with tools and resources to elevate their wellness. The Benefits team also partnered with Bridgestone employee resource groups (ERGs) and vendors to provide webinars on topics such as women's health and wellness, family goals and planning, suicide awareness for active members of the military and veterans, and more.

In addition, Bridgestone continued to evolve its benefits packages to match teammates' diverse needs by expanding fertility benefits, adding care management programs for people facing heart issues and cancer, and expanding employer sponsored programs for parental leave, short-term disability and long-term disability.

The quarterly focus areas were:



Q1
Financial literacy



Q2 & Q3
Emotional well-being
(focusing on mental health awareness and suicide prevention)



Q4
Men's physical well-being during Men's Health Month in November



Bridgestone's Wellness journey

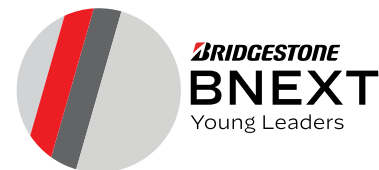
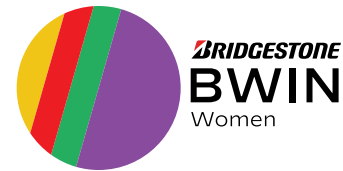
Employee Resource Groups

Bridgestone's Employee Value Proposition (EVP), which is a mutual promise between teammates and Bridgestone, outlines the company's DE&I centered vision: uniting individuals with diverse perspectives to create a world-class team where they can thrive.

One of the ways Bridgestone achieves this is through Employee Resource Groups (ERGs), which unite teammates and their allies based on shared identities, life experiences and interests.

The ERGs provide a supportive community and the chance to network and learn from each other as well as offering opportunities for personal and professional development.

Not only do ERGs create opportunities for teammates internally, but they also support the communities Bridgestone operates in through volunteering and fundraising. For instance, the Bridgestone Americas Trust empowers ERGs to fund community partners.

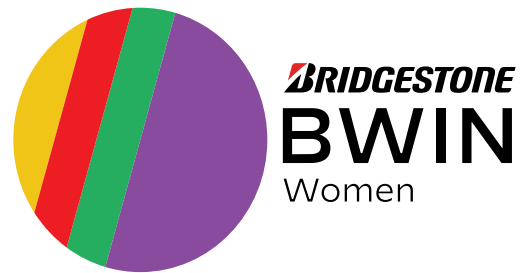


“

Our ERGs create an environment of community, support, and education for our teammates and the society around us. Attracting and retaining diverse talent and ensuring they can bring their full selves to our mission is what creates our world-class teams.”

Taren Rodabaugh

Global CIO and Executive Sponsor, BWIN



Bridgestone's Women's Initiative Network (BWIN) employee resource group (ERG) **provides a platform for women to reach their full potential.** Its mission is to champion diversity, foster gender equity and empower women to excel and lead with excellence.

BWIN was launched in 2017 and, since then, membership has grown to more than 1000+ people in the United States and Latin America.

Developing Women at Bridgestone

Members of BWIN benefit from professional development, networking, and mentoring. 2023 highlights included:

Running BWIN Mentoring Circles – a year-round program to nurture professional and personal growth, support one another and share experience and knowledge.

Offering Leadership Strategies for Women – an event focused on challenges women face in leadership.

Organizing BWIN Disconnect Groups – these groups encourage employees to meet up for informal virtual chats to connect with teammates and build a culture of mutual support.

Holding Women's Wellness Conversations – promoting women's health and wellbeing and raising awareness of the support and benefits on offer at Bridgestone.

Building Global Integrity – a global workshop challenging more than 300 teammates to discuss collaboration between cultures.

Supporting Communities - Bridgestone partnered with inspirational not-for-profit, Play Like A Girl, to host STEM activities at a field day event at the Nissan Stadium in Nashville.

Hosting panels and masterclasses where nearly 1,000 teammates in Latin America discussed topics such as women's leadership, motherhood, and health.

Receiving the Legacy Award as a founding member of Advancing Women in Nashville (AWIN). AWIN is dedicated to developing women leaders in business and the community.

Supporting International Women's Day

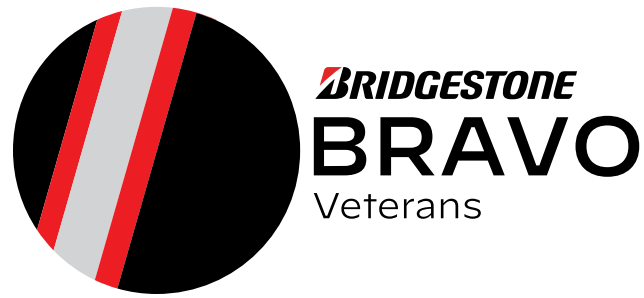
Bridgestone's efforts to commemorate International Women's Day (IWD) 2023 included:

- Hosting heritage celebrations across the region both online and in person. Topics included celebrating achievements by women, increasing gender diversity and tackling domestic violence.
- Holding annual IWD events with guest speaker Beth English in Nashville. In Canada, the Joliette team heard from a representative from a center for victims of domestic violence.
- Running a forum called 'Be a leading woman' in Latin America and running workshops championing the role of women at the forefront of innovation and giving participants a taste of life in the shoes of women throughout the business.
- Hosting a Free to Be Conversation titled Embracing Equity featuring leaders across Bridgestone.



"In 2023, we expanded our focus to not just the professional woman and supporting her at work, but to support the 'whole woman' at Bridgestone, ensuring she has access and awareness of the tools, benefits, and network and feels that her whole self is seen and supported at Bridgestone."

Sarah Daley
President, BWIN



Bridgestone's BRAVO (Bridgestone Americas Veterans Organization) employee resource group (ERG) is open to veterans and non-veterans alike.

BRAVO's mission is to inspire veterans to lead and achieve great results. As a group of both veteran and civilian teammates, BRAVO frequently gives back to local communities.

Serving and leading through support efforts

BRAVO has a dual purpose – to support veterans and serve the community – something they did plenty of in 2023. Highlights included:

- Supporting several community initiatives including the Wreaths Across America ceremony, COMMIT Foundation seminar, Honor Foundation fundraising event, Veterans of Foreign Wars convention, Nashville Operation REBOOT Recovery event, Operation Stand Down Tennessee Heroes Breakfast, and the Wounded Warrior 5K event alongside members of the BNEXT group.
- Partnering with the LaVergne Plant to host 25 international military officers from the Naval War College.
- Organizing and hosting a "Talk Saves Lives" call in September to enhance Suicide Awareness.
- Bridgestone Retail Operations (BSRO) teaming up with the Army Career Skills Program and Department of Defense SkillBridge to launch a Military Fellowship program. BSRO also held a webinar on suicide awareness among veterans, and teammates helped pack care packages for deployed military during the BSRO National Leadership Conference.



I'm proud of our efforts to strengthen DE&I initiatives at Bridgestone. During 2023, the BRAVO team continued to prioritize community outreach, recruitment and mentoring of veterans, and fellowship activities. We also established partnerships with several national organizations. I'm thankful that Bridgestone values veterans and provides the opportunity for us to continue to serve our community where we live, work, and play."

Joe Bailey
President, BRAVO

[BRAVO THRIVE Podcast](#)



2023 Veterans Day Celebrations

- The BRAVO chapter in Nashville hosting a Veterans Day event featuring national keynote speaker Sal Gonzalez. More than 100 teammates attended this hybrid session.
- The Akron chapter presenting a series of short presentations highlighting the immense support Firestone provided during World War I. The team coupled this with an event to engage with teammates on the Akron campus handing out miniature Bundt cakes and kicking off an outreach event for Valor Home of Summit County.
- Honoring veterans at manufacturing plants and distribution centers across the US through local celebrations including guest speakers, recognition meals, personalized thank you gifts, and more.



The BBOLD employee resource group (ERG) is for Bridgestone's Black and African American teammates and allies.

BBOLD is a platform for empowerment and support, offering mentorship, networking, education, cultural events, and community involvement opportunities.

The group celebrates diversity and is just one way that Bridgestone helps its people reach their potential while celebrating their unique contributions, helping Bridgestone attract, retain, and develop outstanding talent.

Celebrating, attracting and retaining great people

During 2023, BBOLD chapters held several events, including:

- **Celebrating Black History Month with various events in locations across the United States.** Some of these events included a virtual presentation from award-winning actor, poet and speaker, Rashad the Poet as well as a cuisine experience with Chef Cleveland focused on the impact of African American influence in modern food and culture.
- **Advancing Your Career – a talent development series featuring interactive sessions and external speakers.** These discussions empowered teammates to connect with peer mentoring opportunities and provided insightful takeaways for career advancement opportunities.
- **Hosting a learning day for ninth graders at Maplewood high school in Nashville,** showcasing the broad career options at Bridgestone and offering career advice.

Around 30 students and teammates took part in the event.

- **Announcing the launch of the BBOLD National Retail Chapter.** Since launch, the BSRO chapter has focused on driving new members during the onboarding processes, driving visibility to the new chapter, and planning for the February 2024 National Leadership Conference giveback event.



From my perspective, BBOLD has helped me to build meaningful relationships and enhance my skills with our focus on impacting our three pillars of community partnership, talent development, and culture and engagement. I hope we can bring the same exciting energy to our retail store teammates going forward."

Ed Smith

President, BBOLD, BSRO





The BPROUD employee resource group (ERG) is a vibrant platform that empowers employee engagement in the workplace while helping Bridgestone retain talent from the LGBTQ+ community.

BPROUD encourages inclusiveness, collaboration, and awareness between members of the LGBTQ+ community and its allies through networking opportunities, events, and community involvement both in Latin America and the United States.

Celebrating with Pride

During 2023 BPROUD held events in all its four chapters in the United States and Latin America. Highlights included:

- **Sponsoring Nashville Pride Festival for the 10th consecutive year.** Teammates, friends and family took part in the city's annual parade. Bridgestone has also sponsored Akron Pride Festival since its inception in 2017 and for the first time sponsored the Cleveland Pride Festival.
- **Actively supporting several community groups,** including the Community AIDS network and Akron Pride Initiative (CANAPI), and the Just Us and Nashville CARES services. Volunteer work included support of Akron Trans Day of Visibility in March.
- **Holding lunch and learn events and sessions** from keynote speakers throughout the year and particularly during Pride Month in June.
- **Holding open panels events in Latin America on the role of allies.** A pronoun inclusive guide was also launched, the team promoted BPROUD at a product fair and, in Argentina, sales dealers were briefed on the importance of working together to improve

diversity and inclusion, particularly related to LGBTQ+.

- **Supporting LGTBQ+ young adults in Nashville** through the Youth Village's LifeSet Holiday Heroes program during the holiday season, purchasing gifts and delivering handwritten notes of encouragement.
- **Theming one of 2023's Free to Be Conversations 'Free to Be Proud'** with specific focus on discussing and sharing experiences and testimonies around LGBTQ+ issues.



During 2023, the BPROUD LA Chapter focused on generating a more diverse and inclusive culture in the marketplace. It was an exciting year, we created actions that enhance our closeness to the communities we serve, and we paved the road to achieve our goal to not only change minds, but also the hearts of all generations."

Carlos Alberto Paz
BPROUD LA Chapter



The B-UNIDOS employee resource group (ERG) was created for our Hispanic and Latin teammates, giving them a place to connect, share stories and support one another.

B-UNIDOS is committed to making Bridgestone an inclusive and diverse environment for current and future Hispanic, Latin, and ally teammates, while creating a positive impact, and promoting growth within the community.



Events and initiatives included:

- **Marking Hispanic Heritage Month (HHM) with virtual chat events hosted by Latin leaders across Bridgestone Americas** and lunch and learn events. Special guests included Lina Londoño, who provided a lesson on 'Living Intentional' and Dr. María Alejandra Zanetta who showcased Spanish influences through art. B-UNIDOS closed HHM at CFNA by celebrating Carnival with Hispanic food.
- **Celebrating Cinco de Mayo with fresh baked Mexican pastries** at our Bridgestone Tower and CFNA sites and a Horchata and Guacamole Demonstration at our Bridgestone Americas Technical Center.
- **Holding a Dia De Los Muertos event to teach people more about the day** and the significance of the traditional Guatemalan Barrilete. Teammates were also able to check out an Ofrenda and try pan de muerto with hot chocolate at the Bridgestone Tower.

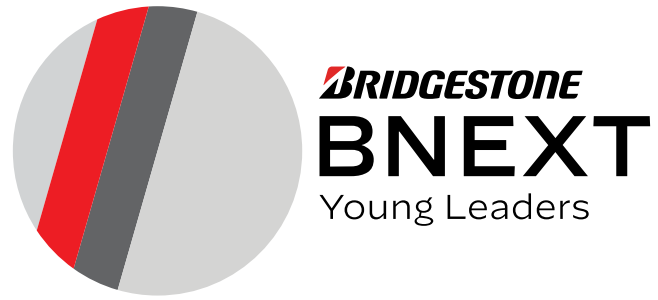


Our Northeast Ohio chapters provided various programs and events in 2023 that allowed members and allies from Akron and CFNA to network and learn from other business areas. Members also learned about Latin/Hispanic culture and benefited from professional/personal development."

Carlos Bravo (IT Supervisor) and Tiffany Treviño Ramos (Senior Product Design Engineer)

Co-Leads, B-UNIDOS Northeast Ohio





The BNEXT employee resource group (ERG) aims to nurture Bridgestone’s next generation of leaders, helping ensure a working environment where people can reach and exceed their career expectations.

Investing support in future leaders

The group provides unique opportunities for young professionals to connect with each other and leaders across the company at various levels. Organic mentorships and connections are critical for teammates’ personal and professional development, particularly for new and younger teammates.

2023 highlights included:

- Holding several networking events for Nashville area teammates to connect with senior leaders and new teammates as well as providing opportunities to network through volunteering.
- Planting 30 trees at a local art school and partnering with the Middle Tennessee YMCA to engage with young people.



- Teaming up with the BRAVO ERG to support the Wounded Warrior 5K event at Nissan Stadium in Nashville. Teammates had opportunities to run, walk, volunteer, or simply support the charity event, which benefits injured veterans.



“BNEXT is an innovative ERG focusing on bridging the gap across Bridgestone and connecting all our resources. Our initiative is to grow the next generation of leaders while teaching them to use the tools and networks available to them in our organization.”

Brigitte Schovanec
BNEXT Chapter Liaison, BSRO

[BNEXT Thrive Podcast](#)



Bridgestone’s Home for Asian Pacific Islanders (BHAPI) is an empowering employee resource group (ERG) where those that identify as API and allies can come together to build meaningful connections, share experiences, and thrive professionally and personally.

Launched in 2023, BHAPI aims to foster a sense of belonging, promote cultural awareness, and provide support for our diverse API community within Bridgestone Americas.

BHAPI celebrated its launch in December 2023 with a ‘meet and greet’ breakfast at the Nashville Tower. It looks forward to providing additional events and opportunities for teammates in 2024.



“Working for a company that values diversity makes me proud. Our goal with BHAPI is to help Bridgestone become a more inclusive and diverse place for current and future Asian Pacific and Islanders and ally teammates. We also want to have a positive impact and be a bridge between our teammates, our businesses, and our communities.”

Jian Lee
President, BHAPI

DE&I in Action

Furthering DE&I Through Marketing

The Bridgestone Marketing Leadership Council includes marketing leaders from across Bridgestone and is passionate about embedding DE&I into the culture of marketing professionals.

In 2023, the council dedicated a session per quarter to DE&I discussions as well as including a DE&I working group in its talent program. Topics covered have included the importance of empathy and inclusivity, advocacy, and equitability, accessing inclusivity and culture using data.



Other 2023 highlights from our Marketing team through our What Really Matters platform included:

- **Partnering with Play Like A Girl and five NFL teams** (the Cleveland Browns, Dallas Cowboys, Los Angeles Rams, New England Patriots, and Tennessee Titans) to empower young women through sport and STEM activities, including a \$100,000 donation to Play Like A Girl and a variety of programming events for young women across the United States. Learn More: [Bridgestone Partners with Play Like a Girl!](#) and [STEM in Motion at Warren County](#)
- **Continuing the Bridgestone Collegiate Development Program through Bridgestone's PGA TOUR sponsorship**, which is a part of the PGA TOUR's Pathway to Progression. The program is designed to achieve greater diversity in sport by developing talent from diverse and historically underrepresented groups. [Inaugural Bridgestone HBCU Invitational.](#)
- **Creating an updated Community Corner at the home of the Nashville Predators ice hockey team**, the Bridgestone Arena. The new Community Corner brings the What Really Matters platform to life by encapsulating the essence of our mission – serving society with superior quality. The corner currently celebrates the work of renowned artist Cymone Wilder, who has made it her mission to encourage people from a more diverse range of backgrounds to express themselves through art. Bridgestone also made a \$10,000 donation to Creative Girls Rock, an initiative Cymone supports. [Bridgestone Community Corner.](#)

THRIVE: Bridgestone
Shifts Brand Voice



Empowering the Next Generation of Diverse Talent

Bridgestone's success depends on fostering and attracting the best talent. That is why the company is focused on engaging with students and/or young people to develop skills for the future. During 2023, the company did this by:

- **Attending a variety of recruiting events and partnering with universities** with the intention of finding and attracting diverse talent. This included participating and speaking at the 2023 National Society of Black Engineers Conference in March.
- **Partnering with Tennessee State University (TSU)**, which ranks as a Historically Black College and University (HBCU). Bridgestone is represented on the university's governing board for supply chain management and, during 2023, visited TSU to discuss career opportunities, review resumes and conduct mock interviews. Since the partnership began, several TSU students have joined Bridgestone's Logistics and Supply Chain Management's (LSCM) internship program.
- **Hosting programs such as Engineer for a Day and STEM Girls at our Bridgestone Americas Technical Center** to engage students and increase their awareness of how innovation and technology can provide them with exciting career choices.
- **Collaborating with Maplewood High School in Nashville** and East High School in Akron to provide an Automotive Training Center for students to learn new skills and receive mentorship.
- **Continuing to partner with Women in Technology of Tennessee (WiTT)** through scholarships, resume writing, representation on its board of directors and event sponsorship.



Maplewood THRIVE Podcast 

Finance Spotlight

Bridgestone Americas' Finance Department has long facilitated opportunities for teammates to connect with others across different regions within the Americas both virtually and in-person.

One example is how it drives teammate excellence through the Finance University and Manager Excellence development series.

Manager Excellence means consistently delivering a culture of engagement and development through effective and inspiring leadership and, this year, the series featured an interactive discussion on Empathy.

Other highlights included:

- **Partnering with the DE&I Center of Excellence** to provide an on-site 90-minute workshop on Unconscious Bias, Empathy and Allyship.
- **Facilitating a finance manager panel on Implicit Bias** as a continuation of DE&I topics in the Finance Manager Series.





Pioneering DE&I In BSAM Manufacturing:

In 2023, BSAM Manufacturing teams implemented DE&I Steering Committees for their site locations across the US and Latin America. These committees are focused on continuing to build an inclusive manufacturing workforce that reflects the increasingly diverse communities and customers Bridgestone serves.

Throughout 2023, these committees ran events, initiatives, and partnerships to help ensure the company better identifies, recruits, and retains diverse talent.

Highlights included:

- Upgrading facilities such as renovating a room for new mothers at the Aiken, Santo André and Camaçari Plants; implementing ergonomic upgrades in Griffin; and creating a new women's dressing room in Cuernavaca.
- Holding roundtable conversations and coffee conversations for female teammates to discuss relevant topics, celebrate diversity, and share ideas to foster an increasingly inclusive environment.
- Community partnerships with causes such as the Noah Project of Abilene, which helps victims of domestic violence and sexual abuse.
- Participating in Heritage Month celebrations such as Black History Month, Hispanic Heritage Month, and Veterans Day at site locations and in communities.

[Free to Make History](#) 

- Partnering with the National Industrial Apprenticeship Service (SENAI) as an effort to hire more female talent for Bridgestone Brazil. In total, in 2023, 74 women will become qualified as forklift operators and professionals at the Santo André and Camaçari Plants.
- Completing the Open Mind mentorship and educational program in Latin America to enhance DE&I acumen with a special focus on women's inclusion.

Spotlight on Des Moines

Several initiatives were held in Des Moines, including:

- Sponsoring and participating in the Des Moines annual Juneteenth Neighbor's Day Celebration for the first time. Also continuing to sponsor and participate in the annual Latino Heritage Festival and CelebrAsian Festival.
- Supporting several community partners, such as Big Brothers, Big Sisters of Central Iowa, the Homeless Veteran Standdown, and Meals from the Heartland volunteerism event
- Rolling out a welcome banner in seven languages to promote inclusivity.
- Hosting college students from Yamanashi, Japan and providing a plant tour.



Embracing DE&I in manufacturing across Latin America, it's not just about building products, but fostering innovation, empowering our communities, and shaping a future where everyone's voice is heard and valued. Our teammates are empowered to be themselves, bringing their best every day to the workplace with a direct impact of engagement and collaboration. We are proud of the pace that we are improving in Latin America, with great participation across the region."

Jeison Lion

Executive Director, HR and Labor Relations, Latin America



"I am proud to be part of a team where we accept our differences, take time to understand our uniqueness & openly celebrate our diversity."

Harsh Jha

Plant Manager, Des Moines

Supporting TechForce Foundation

During 2023, Bridgestone Retail Operations increased its partnership with TechForce Foundation, a non-profit organization committed to the career exploration and workforce development of professional technicians across all technology sectors.

The partnership provides opportunities to a diverse range of people, helping them better understand their career options and develop skills.

[Learn more](#) 



2023

**Global Business
LEADERS in MINING**
DIVERSITY CONFERENCE

Save the Date!

October 5, 2023 • Virtual

Global Business Leaders in Mining Diversity Conference

In October, Bridgestone's Off The Road (OTR) division sponsored and participated in the Global Business Leaders in Mining Diversity Conference. The event saw business leaders discuss challenges and share best practices for hiring, retaining and developing diverse talent in the mining industry.

Deb Hamlin, Director of Operations, Bridgestone Commercial Dealer Network, participated in an executive panel titled 'Transforming the Mining Industry to More Inclusive and Belonging for a Better Future' and OTR's Rob Seibert was presented with the Game Changer Male Ally award for his leadership in promoting DE&I.



Accessibility at Bridgestone

The Bridgestone E8 Commitment includes a pledge to empower people – something that includes accessibility and dignity for all, including teammates, customers and communities. This commitment is illustrated by our support of adaptive and inclusive sport as a Worldwide Paralympic Partnership and supporter of the United States Olympic and Paralympic Committee. In particular, Bridgestone has partnered with eight Team USA Paralympians as Team Bridgestone athlete ambassadors ahead of the Paris 2024 Paralympic Games.

As part of its work with Team Bridgestone athlete ambassadors, the company is developing and testing rubber applications for adaptive sports equipment that includes wheelchair racing gloves and hand-rims, as well as rubber sole and spike plates for prosthetic running blades. Bridgestone extends these efforts to help create opportunities in sport for people of all abilities by providing volunteer support and funding to non-profit organizations in the United States that include Challenged Athletes Foundation, Adaptive Sports Ohio, and Amputee Blade Runners. During 2023, Bridgestone also demonstrated its commitment to accessibility and dignity for all through:

- Supporting the Autism and Employability conference in Canada.
- Participating in the Special Olympics in LaVergne, Tennessee
- Bridgestone Argentina supporting Inclusion Expo, an event focused on disability in the

workplace promoting inclusiveness and accessibility.

- Latin America’s involvement in disability job fairs, volunteering and education opportunities with Mosaico Down, and performing a diagnostic with Incluyeme.com to ensure that the talent acquisition process is inclusive for people with disabilities.

Bridgestone will continue to evaluate its commitment to disabled communities, customers, and teammates in 2024 and beyond.



Enabling Performance Matters | Team Bridgestone



Attracting Women to the Transportation Industry

Bridgestone was named a Top Company for Women to Work for in Transportation for the second consecutive year in 2023. The annual award is presented by the Women in Trucking Association (WIT) based on the votes of more than 27,000 transportation professionals.

During 2023, Bridgestone’s Commercial Truck division increased its WIT membership to a Gold Level Partner. By increasing our level of partnership, Bridgestone activated over 50 teammates from across the enterprise to connect, mentor, celebrate, and learn from other women across the transportation industry. Highlights from 2023 include:

- Participating in the WIT Index, which details female representation in key roles across the transportation industry.
- Being featured as a case study in WIT’s Redefining the Road publication.
- Being represented on three panel discussions at the annual Accelerate! Conference, including topics such as leadership, male allyship and mentoring. Bridgestone is also represented on the Women In Trucking Board of Directors.



I’m proud to work for an organization that puts a sincere emphasis on supporting its female employees, while also fostering opportunities for women in leadership roles across our industry.”

LaTres Jarrett

Executive Director,
TBR Sales,
Bridgestone
Canada and WIT
Membership Chair



Supplier Diversity

Building more vibrant communities through our commerce is What Really Matters.

The Bridgestone E8 Commitment values of Economy, Emotion and Empowerment inspire the company to pursue co-creation opportunities with like-minded partners.

Supplier diversity is an integral part of this commitment, and Bridgestone believes in the economic importance of developing, mentoring, and supporting the long-term growth of diverse businesses.

The company continues to create a more diverse and sustainable supply base and has been recognized by customers and partners for its commitment and diverse supplier sourcing portfolio growth.

In the last year, Bridgestone continued to grow its diverse supply base and increase spend with its current diverse supplier partners.

Bridgestone's sustained and active participation in local, regional and national events has extended current relationships and led to new relationships with diverse supplier partners. The company remains focused on its Supplier Diversity Commitment as well as its commitment to provide equal opportunities for all suppliers to engage Bridgestone.



[Learn more about Bridgestone's Supplier Diversity Qualifications](#) 

2023 highlights include:

- **Exhibiting at the Women's Business Enterprise National Council (WBENC) Convention in Nashville** to network and discuss opportunities for women entrepreneurs. It is planned to extend this partnership with WBENC and other National, State, and Regional Minority Certifying Organizations in the future.
- **Continuing to invest in minority owned businesses through partnership** with organizations such as the Tristate Minority Supplier Development Council (TMSDC), Michigan Minority Supplier Development Council (MMSDC) and attendance of the Michigan Minority Procurement Conference (MMPC).
- **Taking the opportunity to partner with diverse owned small businesses** when running Free to Be events and initiatives.



We've expanded our diverse supplier network and continue to create value for our business and supplier partners. We sincerely appreciate the efforts of all Bridgestone's diverse partners as we journey towards our supplier diversity goals."

John Cason

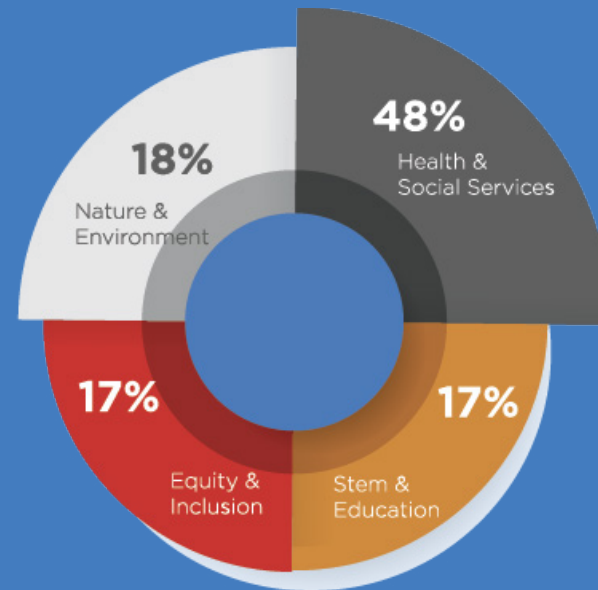
Executive Director of Procurement

Communities and customers

Bridgestone Americas Trust Fund

In 2023, the Bridgestone Americas Trust Fund invested more than \$2.4M into communities and non-profit organizations serving society in four target areas, with all contributions approved by the Bridgestone Donations Social Contributions Committee. These included:

- **Health & Social Services** – supporting community-based organizations that connect and mobilize resources for underserved or underrepresented populations.
- **Nature & Environment** – benefiting organizations that preserve the natural world for current and future generations
- **STEM & Education** – funding educational institutions and non-profits with a heavy emphasis on developing diverse talent in science, technology, engineering, and mathematics (STEM).
- **Equity & Inclusion** - sponsoring organizations that create equitable access to opportunities and resources for marginalized and historically underrepresented people.



The priorities of the Bridgestone Americas Trust Fund are closely aligned to Bridgestone’s E8 Commitment. In 2023, we invited employee resource groups (ERGs) to recommend non-profit partners for funding. As a result, grantmaking to DE&I related causes doubled.

In 2024, an employee matching gift program will be launched alongside the development of a five-year corporate giving strategy.

Information and updates on Bridgestone’s social contributions can be found on the [Bridgestone Americas website](#).

[THRIVE Podcast: Bridgestone Philanthropy and Social Impact](#) 



United Way Reaps Results

Teammates and partners in both Nashville and Akron came together throughout 2023 to set yet another donations record, raising more than \$2.7 million through teammate-giving and a charitable golf tournament.

The Bridgestone Americas Trust Fund is part of our corporate mission to further serve society with superior quality. We invest in non-profit organizations that are committed to solving complex problems with the same boldness and commitment to excellence as our teammates.”

Wade Munday

Director of Corporate Philanthropy & Social Impact

CFNA Community Contributions

Credit First National Association (CFNA) made around \$120,000 in charitable contributions during 2023 that will help sustain and revitalize lives. Highlights include:

- **CFNA teammates volunteering to sort and distribute food through Audrey’s Outreach**, a clothing and food pantry of the Greater Cleveland Food Bank and Hunger Network.
- **CFNA’s partnership with Berea Community Outreach’s Backpack Program**, which provides support for back-to-school supplies and weekly food donations.
- **Supporting organizations committed to breaking the cycle of poverty and homelessness** including the City Mission, Laura’s Home Women’s Crisis Center, and Ohio’s community behavioral healthcare provider, OhioGuidestone.
- **Taking part in Building Hope in the City’s RallyCLE restoration event**, which included building and improving communal green spaces in the city for all to enjoy.
- **Co-sponsoring the annual Race for Kids to support the Boys and Girls Clubs** of Northeast Ohio in their mission to help at-risk youth reach their potential.
- **Raising \$25,000 for the United Way Campaign.**

Continued Community Partnerships

Building and bolstering programs that create stronger communities for current and future generations is a top priority.

Bridgestone led initiatives and partnered with several organizations in 2023 that create equitable access to opportunities in communities such as:

Our Liberia Community

Firestone Liberia has been a trusted partner of the people and country of Liberia since 1926. Covering almost 185 square miles, 118,990 Acres it is the largest contiguous natural rubber operation in the world.

Since the end of the Liberian Civil War in 2003, Firestone Natural Rubber has invested more than USD \$2 billion in Liberia's economy. As the country's largest private employer, it makes vital contributions to the health and wellbeing of Liberian society with a strong focus on economic opportunity, education, health, human rights and critical environmental protections. [Learn more](#)



Boys and Girls Club of America

In 2023, Bridgestone Retail Operations surprised youth from 12 Boys & Girls Clubs located across the country by donating new passenger vans that will give more children and teens access to high-impact, out-of-school programming. In addition, Bridgestone donated a total of \$400,000 in transportation grants to 20 other Boys & Girls Clubs to maintain existing club fleets or support the purchase of new club passenger vans. The donations are a part of Bridgestone's Driving Great Futures initiative, which has raised over \$20 million to connect children and teens with Boys & Girls Clubs of America programs and resources nationwide since 2015. [Watch now : Driving Great Futures](#)



Truckers Against Trafficking

Truckers Against Trafficking is a charity that aims to tackle human trafficking by encouraging truckers across the US to look out for and report suspicious activity. The partnership includes raising awareness of the issue with Bridgestone carriers and providing support and training.

[Watch Now: Combatting Human Trafficking Through Transportation.](#)



Nashville Predators Core

Providing funding for the Nashville Predators' Creating Opportunities for Racial Equity program. This program offers equal access to hockey for groups often underrepresented in this sport, developing fundamental skills to help them succeed. [Learn More](#)



Message from our CHRO

I hope you've enjoyed reading our 2024 DE&I Report, which reflects our progress, challenges, and goals in promoting a culture of respect, genuine fairness, and belonging for all teammates at Bridgestone.

We made significant strides in 2023 to advance our DE&I initiatives, such as continuing to grow our diversity in management and leadership roles, celebrating our third annual Free to Be week, and activating the Bridgestone E8 Commitment through activities that also support the mental and physical well-being of our teammates and communities.

For the second year in row, we were named a top company by Women in Trucking, and we continue to look for ways to champion and accelerate diversity in our industries through our partnerships with STEM organizations and significant trust fund donations to diversity-enhancing STEM groups. These efforts and achievements would not be possible without the dedication, creativity, collaboration and commitment of a host of teammates across our organization.

Cultivating an inclusive culture is something about which we are passionate. We know that our work is far from over, but we are committed to growing, learning, listening, and providing an environment where everyone is free to be their whole self at work. While we have made significant progress in many areas, much more is needed to fulfill our commitment to building a leadership team that represents the teammates they lead and a workforce that represents the communities we serve.

This challenge is not unique to our company, but we remain committed to finding ways to attract, advance and retain the best talent.

Continued progress on our diversity journey will be driven by our people, so we'll continue to empower them to help us build a Bridgestone that embraces differences and champions inclusion – something that will continue to be a focus of our comprehensive people strategy.

**I look forward to updating
you on the next stage of this
exciting journey in 2025.**



Jason Fisher

Chief Human Resources Officer, BSAM