



Our Way to Serve

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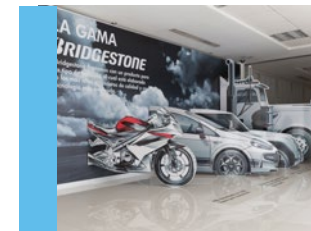


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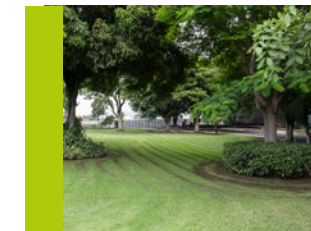
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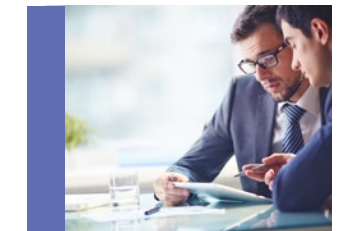


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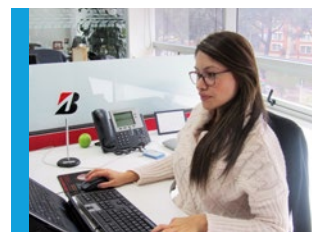
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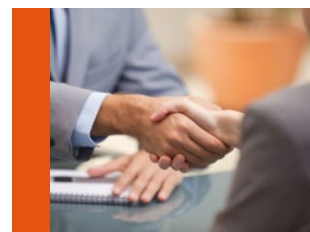
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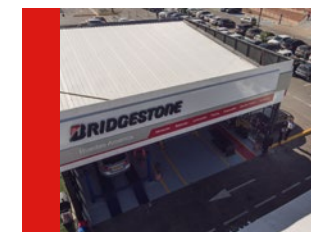


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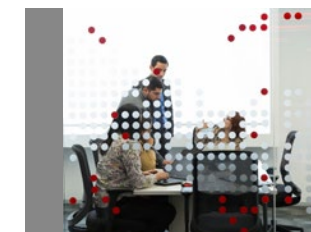
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Message from the President

It is my great pleasure to be able to share the **Second Consolidated Sustainability Report for Bridgestone Latin America North (BS-LAN)**, which encompasses the company's achievements during 2016 in the countries within our region: Mexico, Costa Rica and Colombia. These accomplishments are the result of an efficient and motivated team that is committed to "Serving Society with Superior Quality".

To reaffirm this vision, the Bridgestone Group recently launched its global CSR initiative, entitled "**Our Way to Serve**", which is aligned with the group's philosophy and mission, the Bridgestone Essence. Our vision is based on three Priority Areas (PA) – *Mobility, People and Environment* - and six Management Fundamentals (MF) – *Compliance and Fair Competition, Business Continuity and Risk Management, Human Rights and Labor Practices, Industrial Hygiene and Safety, and Customer Value*.

These areas and fundamentals are the foundation for Bridgestone's business practice, which is why the Second Bridgestone Latin America North Report focuses on the indicators and results of this new global sustainability structure, based on the initiatives and programs implemented in each of the countries that make up our region.

Of the total regional sales, 70.7% of which corresponds to Mexico, 23.8% to Costa Rica and 5.5% to Colombia. Daily tire production reached 29,450 units, of which 19,055 are produced at the Cuernavaca Plant in Mexico, and 10,395 at the Belén Plant in Costa Rica. 39 new regional points of sale were opened, which, in addition to our more than 853 service centers, have helped consolidate our customer service network and our competitiveness.

As a clear example of how important training and talent development are for the company, the region implemented new leadership and skills development programs for employees, such as the "Bridgestone Ambassadors" regional program, the "Diploma for Leaders" in Mexico and Costa Rica, and the "Business School" in Mexico. The goal of these programs is clear: drive the talent of our employees and guarantee improved performance. In addition to implementing these programs, 102,160 hours of training were given to 2,311 employees, with an investment of US \$374,532.

Our subsidiaries were presented with the Great Place to Work award for the third year in Mexico and Costa Rica, once again ranking them among a select group of companies. This is a source of great pride for Bridgestone, reflecting the company's hard work and commitment to ensuring the quality of life of its employees. 347 new jobs were created in the region, in addition to those created indirectly with the opening of each new service center. Bridgestone Latin America North increased its number of female employees by 50% compared to 2015.



Daily tire production

reached

29,450 units.

At a corporate level, the region has a volunteering program that offers the company's employees the opportunity to take part in a range of social activities that promote the development of the communities in which Bridgestone operates. The categories of volunteering activities are aligned with the company's Priority Areas: *Mobility, People and Environment*. In 2016, there were 1,040 volunteers in the region who took part in 4,086 hours of social programs.

In keeping with the company's Environmental Mission, the region implemented operational improvements to minimize its environmental impact. The company's production plants successfully recycled 87.38% of the waste generated during 2016; furthermore, at the Cuernavaca Plant, an electrical substation was built to reduce variations and interruptions to the power supply. At the plant in San José, Costa Rica, a sludge composting program was implemented at its Waste Water Treatment Plant.



Consolidation of

102,160
hours of training for
2,311 employees.



Training in
environmental issues for
1,925
employees and 766 suppliers.

To reaffirm its commitment to the environment, the region trained 1,925 employees and 766 suppliers in environmental issues. Furthermore, through community programs, 127 tonnes of waste tires were collected, and 600 trees were planted in Mexico.

2016 was, without a doubt, a year of major milestones for Bridgestone Latin America North (BS-LAN), as well as a year in which we developed a business strategy that will help us achieve the goals outlined in our 2021 Vision.

I am certain that the hard work of everyone from our region will help us to continue achieving the goals we set, while maintaining our leadership as one of the group's most sustainable regions on a global scale.

I would invite you to read through this report, which contains not only what we achieved in 2016, but also the initiatives that we developed in each of the countries within the region, the goal of which is to create safer, healthier and more sustainable communities.

Kind regards,

Alfonso Zendejas
President
Bridgestone Latin America North (BS-LAN)





Bridgestone is committed to serve society with superior quality, not only in its products and processes, but also in its corporate activities, internal interaction and response policies for its stakeholders. These aspects are in keeping with The Bridgestone Essence, a philosophy stemming from the company's corporate headquarters in Japan.

Company profile

When we talk about our Mission Statement, we refer to the actions of our teammates around the world, who, on a daily basis, strive to achieve our common goals, as reflected in the words of our founder.

Our Foundation lies in the principles and values of each one of our teammates.



The Bridgestone Essence

LA ESENCIA BRIDGESTONE

Mission
Misión

Serving Society with Superior Quality
Servir a la sociedad con calidad superior

Foundation
Fundamentos

Seijitsu-Kyocho
[Integrity and Teamwork]

[Integridad y trabajo en equipo]

Shinshu-Dokuso
[Creative Pioneering]

[Innovación]

Genbutsu-Genba

[Decision-Making Based on Verified, On-Site Observations]
[Toma de decisiones basadas en observaciones verificadas en el terreno]

Jukuryo-Danko

[Decisive Action after Thorough Planning]
[Acción decisiva después de una cuidadosa planificación]

BRIDGESTONE

Seijitsu-Kyocho (Integrity and Teamwork)

Seijitsu-Kyocho is about adhering to principles of good faith as you carry out your work, in the way you treat others, and as you participate in and engage with society. It is about producing positive outcomes by respecting a diversity of skills, values, experiences, genders, and races and fostering teamwork.

Shinshu-Dokuso (Creative Pioneering)

Shinshu-Dokuso is about envisioning the future and proactively challenging ourselves to identify and develop innovations that will further benefit society and respond to customer needs -- from the customer's point of view. It is about unleashing creativity and innovation to develop new business domains and creating demand for new and beneficial products through our own unique methods.

Genbutsu-Genba
(Decision-Making Based on Verified, On-Site Observations)

Genbutsu-Genba is about taking the time to go on-site and personally verify the facts, then using those observations to make informed decisions. It is about not being satisfied with the current situation, and making informed decisions that will lead us ever closer to ideal products and solutions.

Jukuryo-Danko
(Decisive Action after Thorough Planning)

Jukuryo-Danko is about investigating all options and the full range of possibilities, giving careful thought as to how to execute the decided course of action. It is about identifying what is necessary and deciding on a vision. And once a decision and course of action is determined, it is about moving forward with a sense of urgency.

For further information, please visit:
<http://www.bridgestone.com/corporate/philosophy/index.html>
<http://www.bridgestone.com/responsibilities/library/pdf/sr2016.pdf>

Bridgestone in Global Figures



Capital:
JPY **¥ 126.354** billion



Headquarters:
1 corporate office in Japan and
3 regional headquarters:

- The Americas
- Europe, the Middle East and Africa
- China, Asia and Oceania



Employees:

- Direct: **143,616**
- Indirect: **13,617**



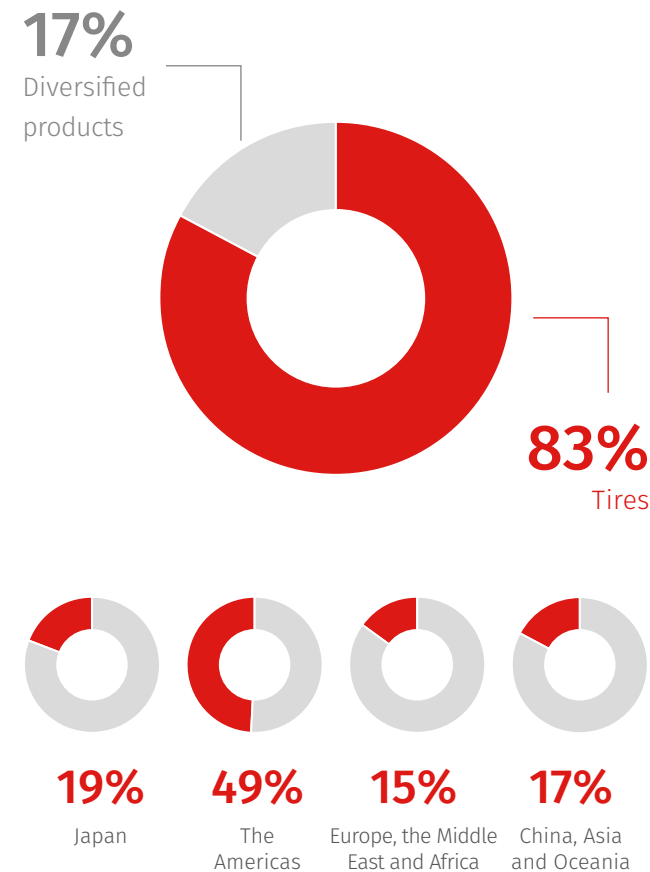
Presence:
26 countries

- The company's products are sold in more than **150 countries.**



Sales:
JPY **¥ 3.337** billion

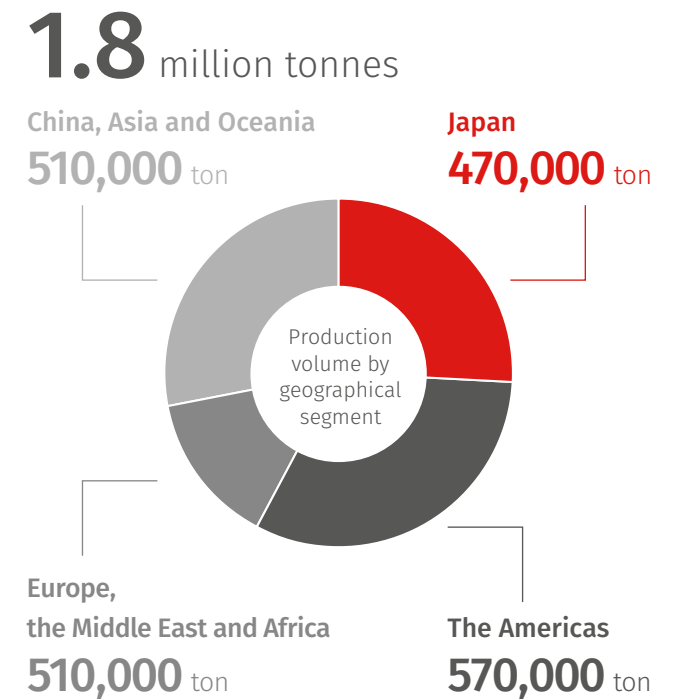
Sales by Business Segment and Market:



Plants:
169 (Plants to April 1st, 2017)

- **50 tire production** plants
- **29 tire retreading** plants
- **18 raw material** plants
- **72 diversified product manufacturing** plants

Tire Production (Tonnes):





Regional Figures for Bridgestone Latin America North (BS-LAN)



Corporate Offices
Mexico City, Mexico



Points of sale
853



Plants
2 tire production plant

- Cuernavaca, Morelos, México.
- Belén, Heredia, Costa Rica.



Total employees
2,479

1

tire retreading plant

- León, Guanajuato, México.



Volunteer hours and total participants

• **4,086** hours.

• **1,040** volunteers.



Daily production
29,450 tires.



Total production
9,527,431 tires.



Training hours
102,160 hours.



Bridgestone global

Main Products and Services

Tires The company offers a wide range of tires for automobiles, trucks, buses, aircraft, construction and mining vehicles, motorcycles, etc.

Chemical and Industrial Products:

Anti-vibration and noise-insulating materials, polyurethane foam products, electro-materials, industrial rubber products, building materials, belts, hoses and other products.

Diversified Products:

A business unit that falls under the auspices of Bridgestone Americas Inc., supplying commercial roofing materials and other products.

Diversified products

Sporting Goods:

Golf balls, golf clubs, golf apparel, tennis goods and other products.

Bicycles:

Bicycles and bicycle accessories.

Others:

Financing and other products.

Business solutions

Bridgestone leverages the potential for more inclusive elements in the company's portfolio, and it is working on new solutions, combining maintenance services, IT/sensor technology, tires and diversified products, to meet the needs of its customers.

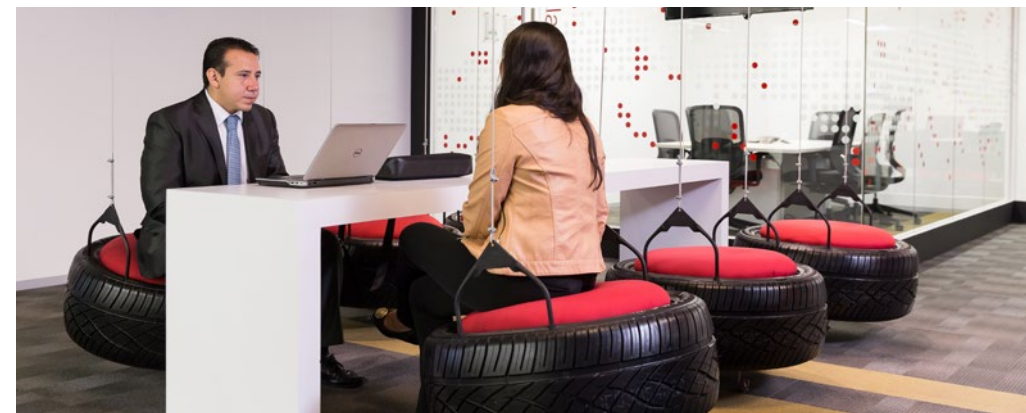


Code of Conduct

Integrity and trust are of fundamental importance in forging valuable relationships inside and outside the organization with all of our stakeholders. These values help Bridgestone to achieve business sustainability and differentiate itself from its competitors on the market.

To achieve this goal, the region is governed by a Code of Conduct and the Bridgestone Americas Compliance Center (BACC) system. This system

ensures that all decisions and activities are executed with integrity, ensuring compliance, at all times, with our values, policies and internal regulations, in addition to all applicable legal frameworks in each country. The Code of Conduct promotes respect and tolerance, anti-corruption measures, conflict of interest prevention, operational and product quality and safety, fair competition and anti-trust policies, environmental conservation, protection of personal information and community liaison, among others.



Business Model

Bridgestone's business model seeks to guarantee that the company's operations generate value for all stakeholders. To achieve this, it has identified three Priority Areas using the life cycle of its products as a sustainability framework.

As such, the company's value generation complies with all applicable regulations, driving profitability and efficiency while reducing the company's carbon footprint and giving back to society through superior quality products.



1. Development and innovation

- Guarantee tire quality and safety.
- Respond to OEMs needs on time and comply with their technical specifications.
- Manufacture ecological tires: Ecopia.
- Tire-retread technology.
- Duplicate the useful lives of tires through renewal.



2. Raw Materials

- Establish purchasing processes based on Corporate Social Responsibility.
- Making suppliers aware of ethical, environmental and human rights, as well as employment practices, among others.
- Local suppliers development.



7. Final Management

- Recovery of used tires.
- Generate alliances in the sector in order to contribute and be part of the solution to the problem of tires dumped in rivers and streets



3. Manufacturing

- Reduce energy consumption by using less polluting fuels.
- Reduce water consumption.
- Recycle and, where possible, reuse 100% of consumed materials.
- Maintain employees' health and safety.



6. Use

- Create awareness among the population through diverse programs:
 - » Road Safety campaigns.
 - » Corporate volunteering.



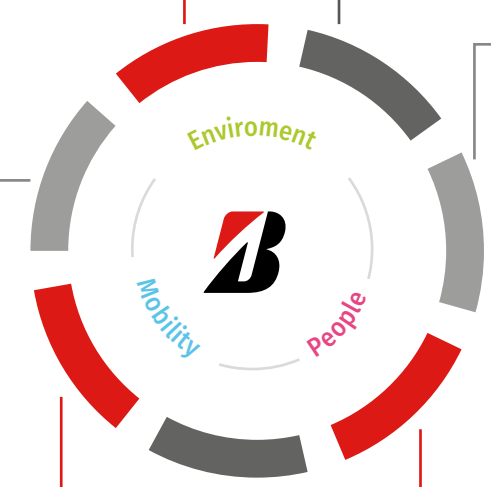
5. Sales

- Promote high quality and safer products and services.
- Maintain effective communication channels to encourage feedback about the products and services.
- Establish commercial and fair competition practices.



4. Distribution and logistics

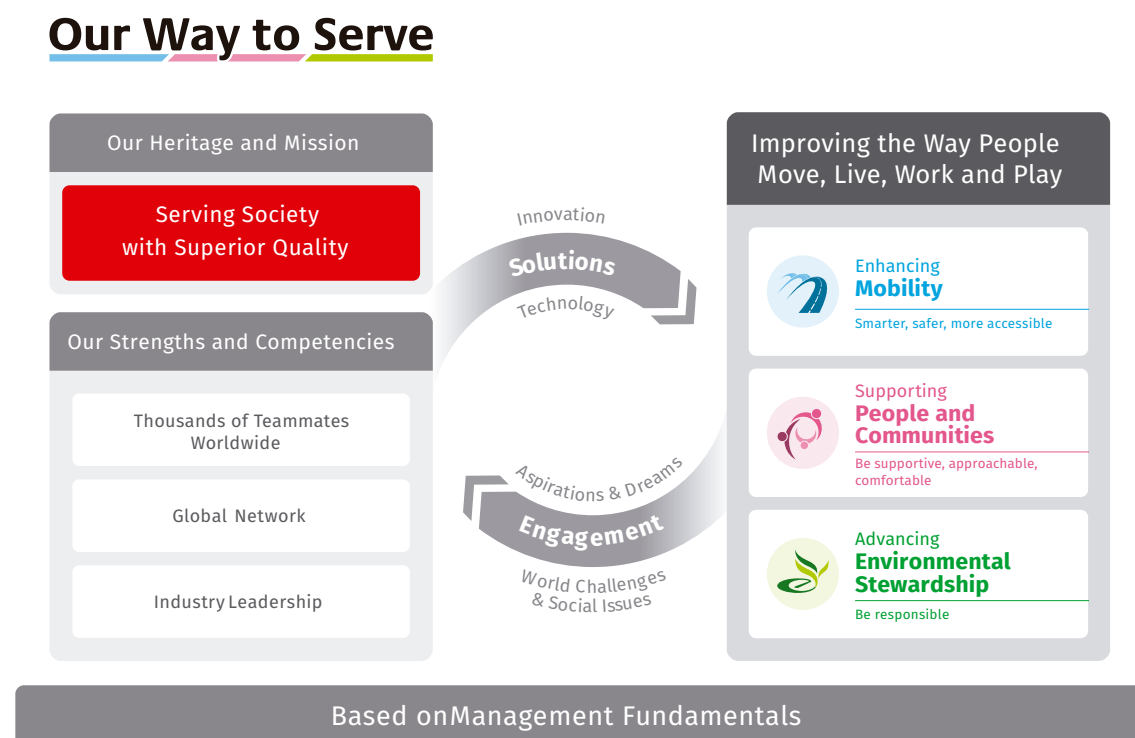
- Minimize footprint.



Our Way to Serve

Since the company was founded, Bridgestone has made sustainability a key part of its strategy to tackle the global challenges that help companies make the world a better place. As a result, in 2017, the company launched its refined CSR commitment: “Our Way to Serve”.

This new commitment builds upon a decade of progress and learning through its initial CSR program: Bridgestone’s 22 CSR Focus Points and is a reflect of the company’s longstanding vision of “*Serving Society with Superior Quality.*”



VISION: “Understanding that Serving Society with Superior Quality is our heritage and our mission, and embracing our responsibility to future generations as a global leader in our industries, Bridgestone and its teammates around the world employ innovation and technology to improve the way people move, live, work and play”.



Our Way to Serve

Based on the Bridgestone Essence, its Mission Statement and the company’s legacy, “Our Way to Serve” embodies the way the Company does business and classifies its Corporate Social Responsibility (CSR) activities into three Priority Areas (PA):



Mobility:

Offer easier, safer, smoother and seamless mobility for our society and customers.

- **Accessible Mobility.** Making smooth and seamless mobility available.
- **Smart Mobility.** Utilizing unique technologies to improve the way people and goods move.
- **Safe Transportation.** Utilizing unique technologies to enhance safe mobility.



People:

Use our strengths and competencies to address health, safety and education issues in our communities.

- **Contributing to a safer society.** Building safer communities through services, products, and corporate and individual initiatives.
- **Accessible and inclusive education.** Expanding education and training opportunities to develop job and life skills.
- **Promoting healthier communities.** Promoting access to the resources people need to lead healthier lives.



Environment:

Continually work toward a sustainable society.

- **In harmony with nature.** Contributing to biodiversity through habitat enhancement, and through environmental education and research.
- **Value natural resources.** Continually improving natural resource conservation through operational improvements and product design.
- **Reduce CO₂ emissions.** Continually reduce emissions of Greenhouse Gases, including CO₂, from our products’ complete life cycle.



Along with these Priority Areas, Bridgestone continues to strengthen the basic governance, compliance and behavioral characteristics expected of any responsible company through its Management Fundamentals. These are exemplified in the company's commitment to leadership in six major areas, including:

- 1. Compliance and Fair Competition:** The company builds trust with all stakeholders by ensuring that ethical decision-making guides responsible business practices across our operations.
- 2. Business Continuity (BCP) and Risk Management:** The company anticipates, prevents and mitigates risks, but when crises arise, it protects its people, property, and profits.
- 3. Human Rights and Labor Practices:** The company fosters an inclusive culture in which all Bridgestone entities and locations adopt and apply ethical labor practices, build trust with teammates, and embody respect for diversity and for fundamental human rights.
- 4. Industrial Hygiene and Safety:** At Bridgestone, we make safety a business value. Creating a safe working environment for all is everyone's responsibility.
- 5. Procurement:** The company is committed to creating value and continually working toward a sustainable society to ensure long-term environmental, social and economic benefits by incorporating the following into the entire supply chain:
 - » Transparency
 - » Compliance
 - » QCD & Innovation
 - » Sustainable Procurement Practices
- 6. Quality and Customer Value:** Bridgestone creates a global framework in collaboration with all related Bridgestone entities and stakeholders to proactively identify, prioritize and address customer quality issues in keeping with the intentions of our founder to: "Serve Society with Superior Quality".

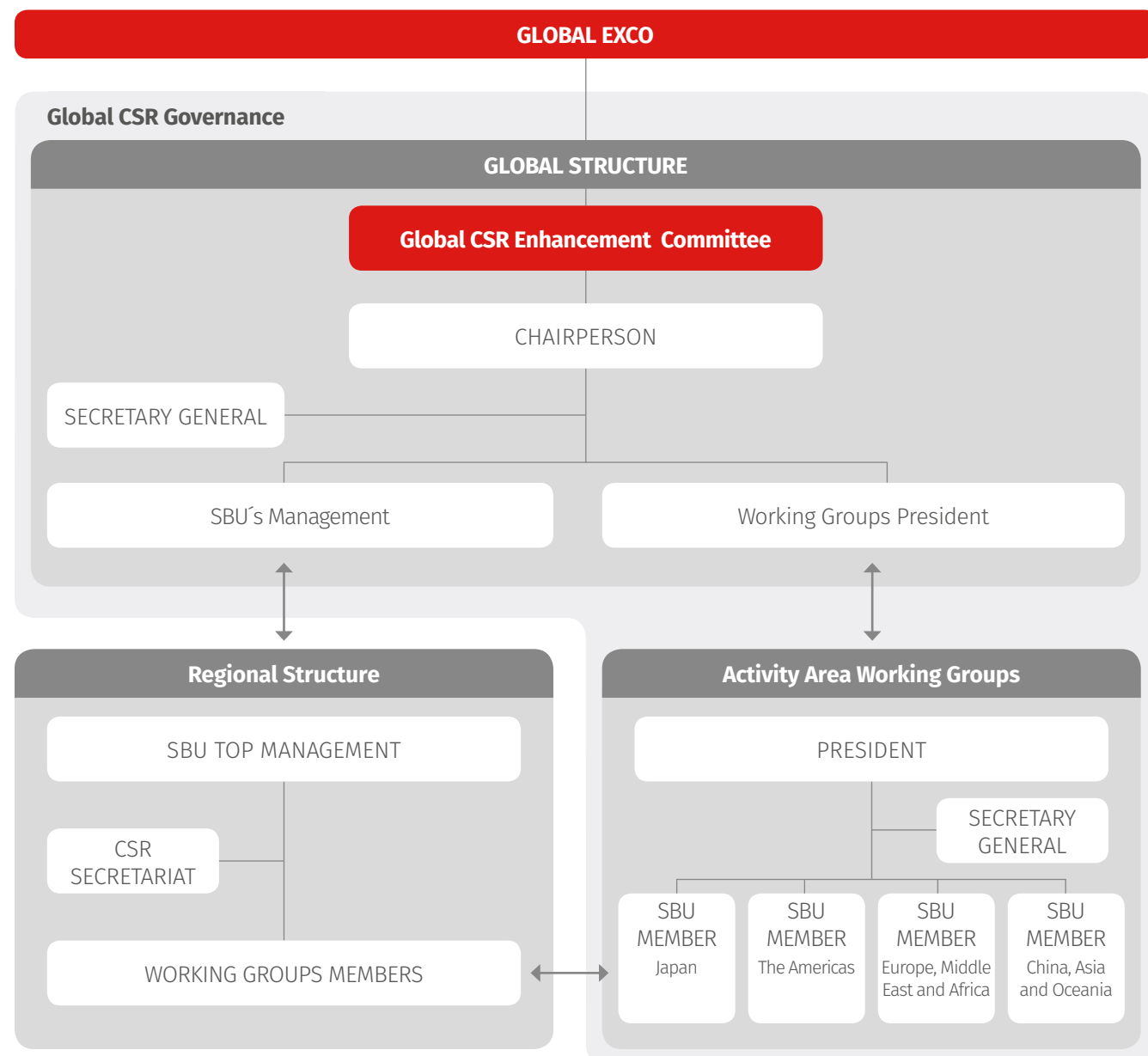
The **Priority Areas (PA)** and **Management Fundamentals (MF)** of "Our Way to Serve" make up the company's **Sustainability Model**, which is the visual representation of **how sustainability is embodied at Bridgestone**.



Sustainability Management

Bridgestone has established a global CSR Management System, which is headed by the Bridgestone Global Executive Committee (Global EXCO). Its function is to review and approve the strategies that are developed and implemented by the Global CSR Enhancement Committee (GCEC).

The Global Committee is composed of members of the Strategic Business Units (SBU) and Working Groups (WGs), and its goal is to define global and regional issues within the operational sustainability plans of each region/country.



Material Issues

During 2017, Bridgestone Latin America North (BS-LAN) commissioned a Materiality Study to:

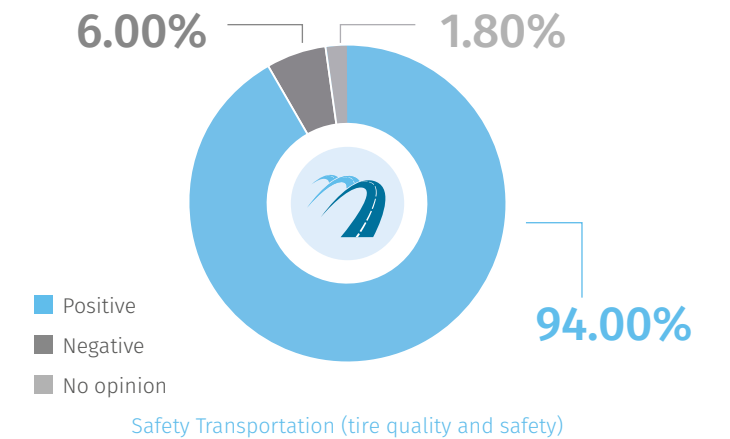
- Identify the perception of the company's stakeholders regarding the company's sustainable performance, in keeping with "Our Way to Serve" (based on its three Priority Areas and six Management Fundamentals).
- Prioritize stakeholder expectations and/or needs through indirect dialog (a survey) to establish the issues to be reported in this Sustainability Report.

The Materiality Study was undertaken in compliance with GRI's G4 guidelines and, for Costa Rica only, the INTE 35-01-01 standard. The Materiality Study focused initially on liaising with stakeholders (both internal and external) to learn more about their expectations and perceptions regarding sustainability at Bridgestone. Several major issues were identified regarding the on-going development of Bridgestone's Regional Sustainability Plan, focusing on aligning priority issues that are connected to the interests of the company's stakeholders with Bridgestone's business goals.

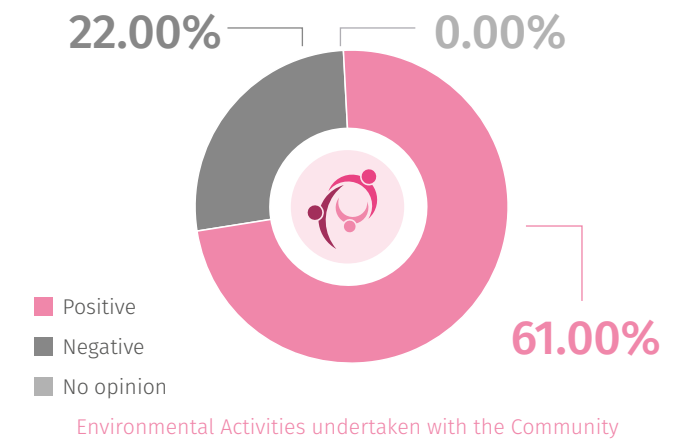
Colombia

As a result of the study, in terms of perceptions surrounding performance and the priority issues to be reported for each Priority Area and Management Fundamental, based on the opinions of the stakeholders consulted, it was concluded that, in Colombia, there is a positive perception regarding the company's sustainability, with an average rating of 83%. The following charts show the percentage of positive, negative and neutral perception that stakeholders have regarding the performance of each of Bridgestone's priority areas and management fundamentals, as well as the most relevant issue in each of them.

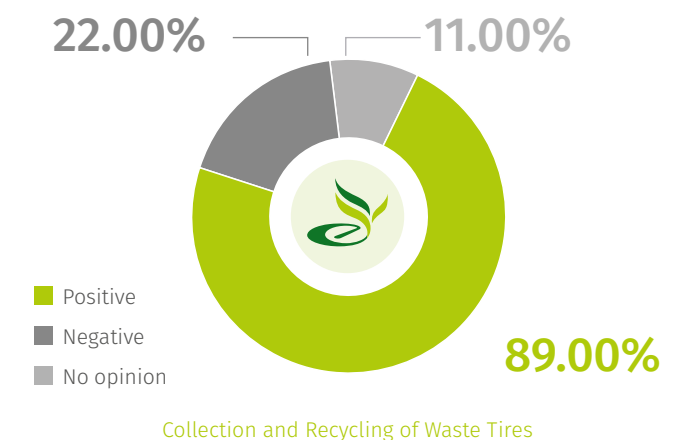
Mobility



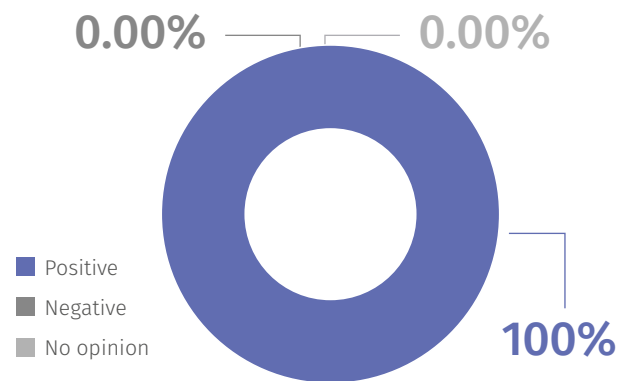
People



Environment

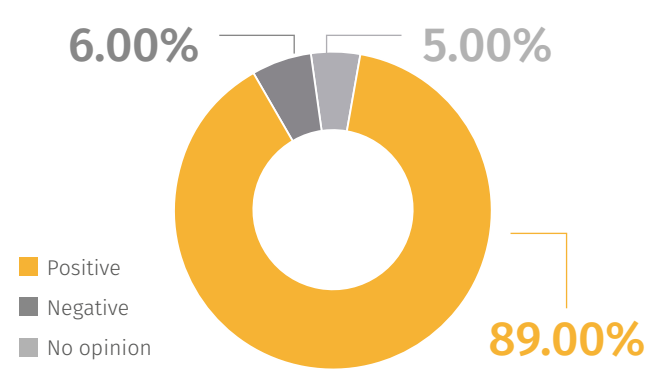


Compliance and Fair Competition



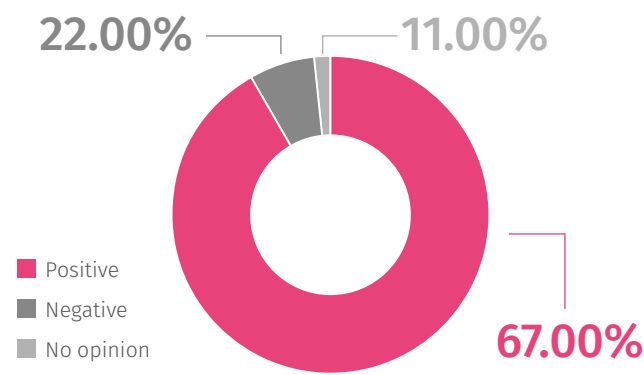
Promotion and Compliance with Ethical Standards stipulated in the Code of Ethics.

Industrial Hygiene and Safety



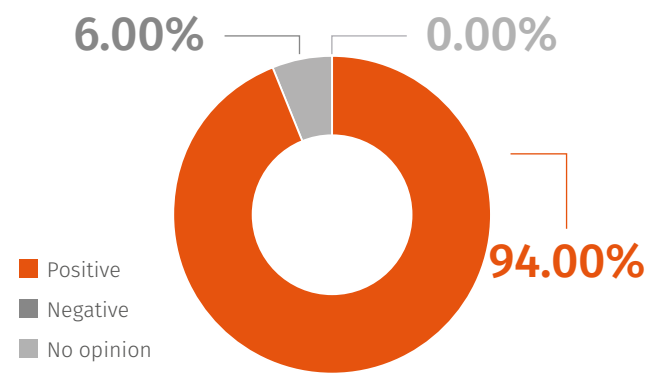
Healthcare

Human Rights and Labor Practices



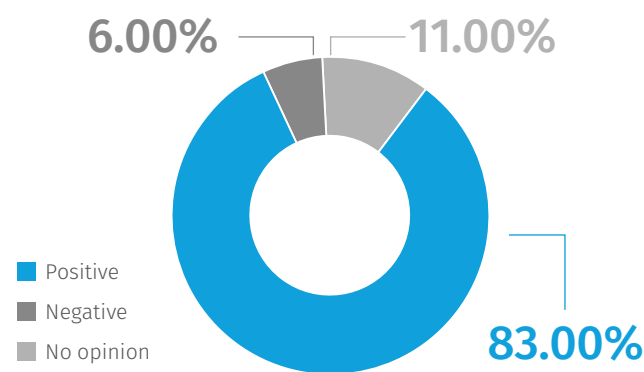
Training

Procurement

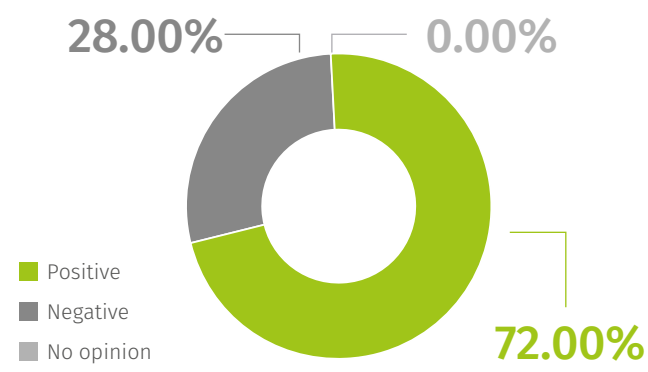


Supply Chain Development and Evaluation (Alignment with Ethical and Socio-Environmental Standards)

Business Continuity (BCP) and Risk Management



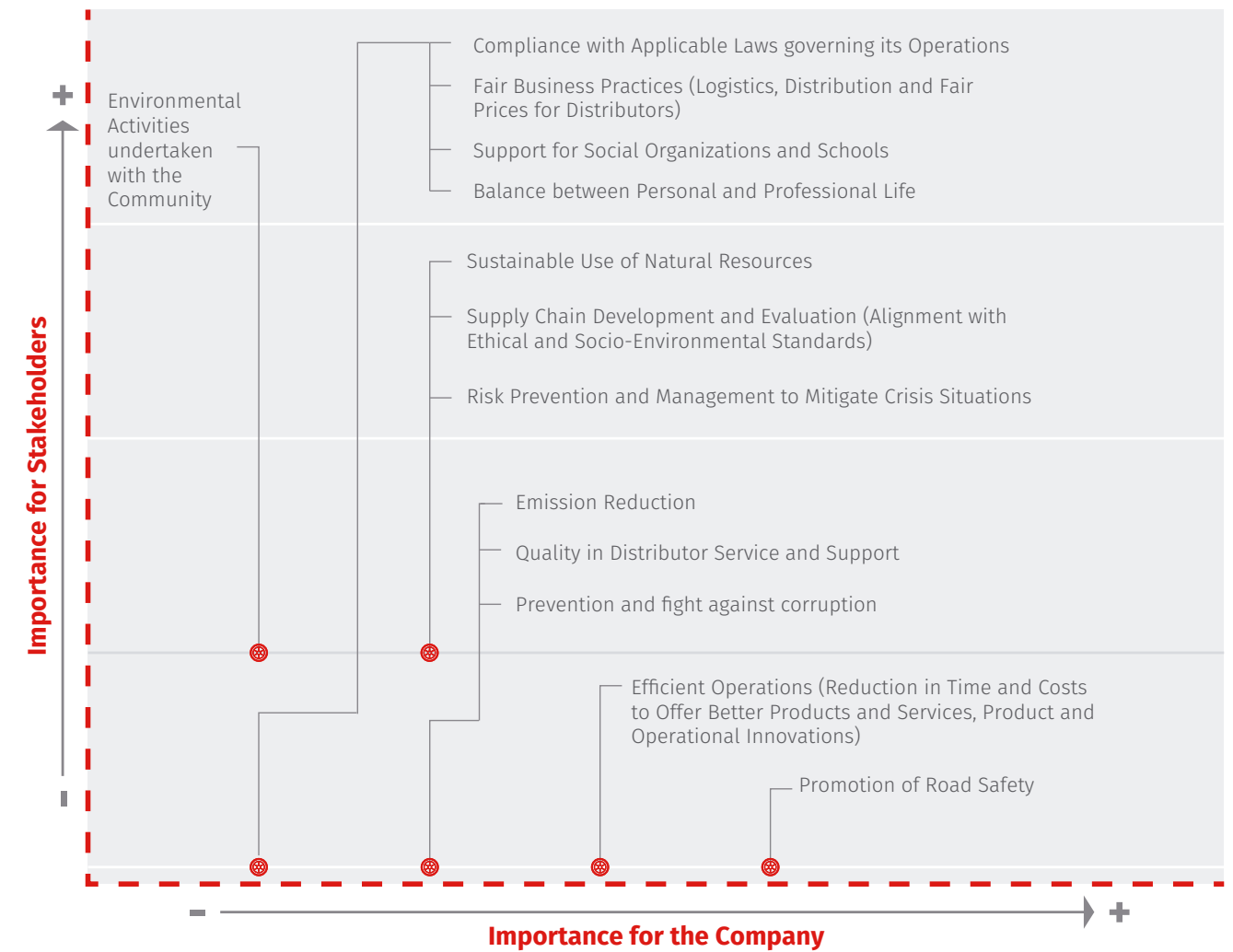
Quality and Customer Value



Quality in Consumer Service and Support

Regarding the relevant issues to be reported, in addition to taking stakeholder priorities (survey results) into account, the internal issues were weighted based on the importance for each Working Area with regard to their role in organizational management, the impact they have on CSR issues (based on ISO 2600) and their relevance for media outlets (monitoring of news articles) during 2016. A sustainability benchmark of best sustainability practices for Bridgestone Colombia's competitors was implemented.

The results are shown in the following Materiality Chart:



These material issues represent the convergence of the most relevant interests for both, stakeholders and the company. Since they are the top priorities for both parties, these issues are the ones towards which Bridgestone directs its sustainability strategy.



Bridgestone Colombia offers a wide range of tire designs and sizes for cars, SUV's and trucks, as well as for agricultural and off-road machinery. Its offices are located in Bogota, and it has a total of 29 employees.

Bridgestone sells its products through a wide-ranging network of distributors at 61 points of sale. It is responsible for the markets in Colombia and Ecuador.

Bridgestone Colombia

Relevant Figures



Corporate Offices
Bogotá, Colombia.



Markets Covered (countries)
Colombia and Ecuador.



Points of Sale
61



Economic Value::

- **Generated: ~5%** of the total region.
- **Distributed: ~3%** of the total region.
- **Retained: ~7%** of the total region.



Total Employees:

29 (60.72% Male and 39.28% Female)

Average Age:

31 to 40 years old



Average Training Hours by Employee:

31.5 hours.



Economic Value:

76 hours and
46 volunteers

Products and Services

Bridgestone Colombia sells a wide variety of quality tires for a range of different means of transport through its Bridgestone, Firestone and associated brands. The best-selling tires offer safety and fuel efficiency at a very competitive price.

- F-600
- TURANZA ER300
- TURANZA ER30
- DUELER A/T REVO 2
- FS 400
- FIREHAWK GT
- B250 ECOPIA
- DUELER H/P SPORT AS
- DUELER H/T684 II
- ECOPIA EP 150

Market

Bridgestone Colombia, in addition to providing services to the domestic market, also coordinates the market in Ecuador. It focuses on the automobile, SUV, truck, agricultural and industrial sectors. Its clients include distributors, corporate accounts and OEM (Original Equipment Manufacturers).

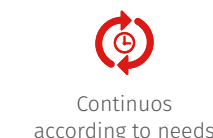








Stakeholders









Bridgestone Colombia believes that the success and sustainability of the business depend on working closely with its stakeholders: people, communities and associations that are intrinsically linked to its production and service activities. The main goal of this model is to ensure ongoing communication, understand the stakeholders' expectations and forge partnerships that drive collaboration on areas of mutual interest.



The company has implemented different channels through which it communicates with its stakeholders, fulfilling the relevant goals of Bridgestone's sustainability commitment. These channels include meetings, opinion polls, surveys, partnerships and sectorial initiatives, which are coordinated by the different management teams or areas within the organization relating to each stakeholder.



Stakeholders	Customers' Expectations	Bridgestone's Response	Communication Channels	Frequency of Contact	
 OEMs	<ul style="list-style-type: none"> Trade policy to drive growth of the business Superior quality and competitive prices 	<ul style="list-style-type: none"> Restructuring of trade policy 	<ul style="list-style-type: none"> Meetings 		
 Customers	 Business partners (Distributors)	<ul style="list-style-type: none"> Superior quality and competitive prices Support to open new service centers Importer options Price vs. Quality Salesforce training Support to open new service centers Promotions 	<p>Ecuador</p> <ul style="list-style-type: none"> Repositioning of prices for car, SUV and truck tires. Support to open new service centers 1b imports scheme Prices based on performance and MBP Training plan Differentiated offers Training for car fitters at point of sale 	<ul style="list-style-type: none"> Meetings with importers Meetings E-mail and written communication 	
	 Consumer	<ul style="list-style-type: none"> Flexible warranty and complaints procedures Communication of characteristics and benefits 	<ul style="list-style-type: none"> Customer Service Center Campaigns and sponsorships 	<ul style="list-style-type: none"> Customer Service line and social networks 	
	 Community	<ul style="list-style-type: none"> Social support 	<ul style="list-style-type: none"> Formal volunteering program – strategic corporate Think Before You Drive Campaign 	<ul style="list-style-type: none"> Volunteer Days Awareness and Mass Media Advertising Campaigns Internal Communication Meetings 	
 Authorities	<ul style="list-style-type: none"> Compliance Forging partnerships for development 	<ul style="list-style-type: none"> Monitoring of requirements and participation in associations Rueda Verde program 	<ul style="list-style-type: none"> Meetings Events, e-mail, telephone 		

Stakeholders	Customers' Expectations	Bridgestone's Response	Communication Channels	Frequency of Contact
 Media	<ul style="list-style-type: none"> • Clear and precise information • Relevant facts for articles 	<ul style="list-style-type: none"> • Media liaison and submission of information regarding a campaign or program • Press conferences and Interviews 	<ul style="list-style-type: none"> • Email and telephone • Telephone or face to face 	
 Employees	<ul style="list-style-type: none"> • Attracting and retaining talent • Career plans • Professional development and training • Workplace health and safety • Benefits and perks • Integration of teams with the company's goals 	<ul style="list-style-type: none"> • Bridgestone Group Awards • Communication of skills • Talent generation culture • Health Week • Vacation bonus, pensions, food stamps, tire discounts and Pre-Paid Medicine • Sporting activities and celebrations • Campaign to promote values 	<ul style="list-style-type: none"> • Internal communications (digital and physical) • Meetings • Courses and meetings • Events and training • Internal communication 	
 Suppliers	<ul style="list-style-type: none"> • Fair trade practices 	<ul style="list-style-type: none"> • Collaboration and implementation of policies based on corporate guidelines. 	<ul style="list-style-type: none"> • Meetings • Audits • Annual survey 	
 Associations / Institutions	<ul style="list-style-type: none"> • Financing • Partnerships to promote a better quality of life 	<ul style="list-style-type: none"> • Economic support - donations • Partnerships in social and community programs 	<ul style="list-style-type: none"> • Meetings • Events, e-mail, telephone 	



Awards and Certifications

Awards

Socially Responsible Company

Organizations

FENALCO Solidario (National Retail Federation)

Carbon Neutral

Acción Verde (an organization specializing in forestry projects)

Certifications

ISO 9001:2008

BASC: Control and Security Management System

ISO/TS 1694: Product Specification Quality Management System





Corporate governance

Bridgestone Colombia, through its Corporate Governance model, identifies and mitigates business risks, ensuring that the company acts with integrity, internally and externally, in addition to working tirelessly to forge relationships of trust that benefit the sustainability of the business.

Regional

Bridgestone Latinoamérica Norte BS-LAN

In January 2015, the creation of a new business unit was announced. This unit coordinates the management of operations in Mexico, Costa Rica (Central America and the Caribbean) and Colombia (Ecuador). This new unit was named Bridgestone Latin America North (BS-LAN) and was divided into two main areas: the front office, which deals directly with the client, and the back office, which offers support to the new organization to help each of the different departments meet their goals.





Priority areas

Mobility, People and Environment have been consolidated as the three Priority Areas for the sustainability of the company, under which are established and managed the main actions with which Bridgestone supports its mission of “Our Way to Serve.”



Mobility

38



People

40



Environment

46





Accelerate sustainability mobility through advanced technologies and solutions

Offer easier, safer, smoother and seamless mobility for our society and customers.



Accessible Mobility

Making smooth and seamless mobility available.



Smart Mobility

Utilizing unique technologies to improve the way people and goods move.

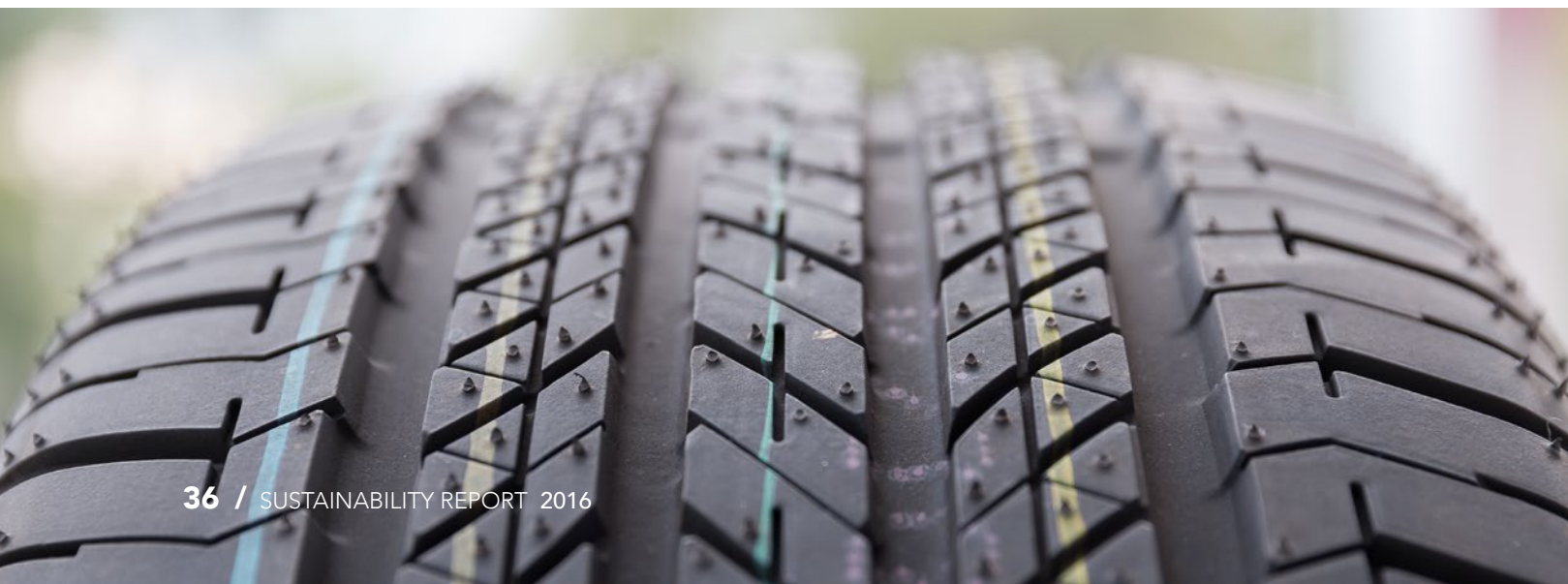


Safe Transportation

Utilizing unique technologies to enhance safe mobility.



Mobility





Employ our strengths to support our communities and enhance the way people live, learn and work.

Use our strengths and competencies to address health, safety and education issues in our communities.



People



Contributing to a Safer Society

Building safer communities through services, products, and corporate and individual initiatives.



Accessible and Inclusive Education

Expanding education and training opportunities to develop job and life skills.



Promoting Healthier Communities

Promoting access to the resources people need to lead healthier lives.



Donations

Ecuadorian Embassy in Costa Rica:

- 55 kg of provisions

Fundación Pintando Cambios

- 32 Christmas gifts
- 32 food parcels



Bridgestone Christmas

152 people benefitted





Bridgestone Colombia coordinates a range of social and volunteering activities, the goal of which is to drive development and inclusion opportunities for the community. These activities offer the company and its employees the opportunity to find solutions to social problems and have a positive impact on their surroundings

The Volunteer Program at Bridgestone Latin America North (BS-LAN) encompasses four major areas:

- **Face-to-Face Volunteering (Campaigns)**
Philanthropic efforts to help communities, in addition to providing resources and donations. Emergency aid is included in this area.
- **Volunteering at Events**
Groups of volunteers who implement or maintain infrastructure, in addition to donating any other articles necessary.

In 2016, a **Volunteer Survey** was undertaken within the **Bridgestone Latin America North (BS-LAN)** region. 89% of our **volunteers rated the company's volunteer activities as positive**, and **98% stated their interest in volunteering again**.

- **Skill-Based Volunteering**
Projects implemented by companies or NGOs with volunteers providing their skills, competencies and knowledge to benefit others.
- **Entrepreneurial Volunteering**
Promotion of employee leadership and entrepreneurship. Mid-term involvement through the implementation of employee projects, which the volunteer identifies and deploys with support from the program, and the alignment of long-term goals proposed during the implementation process.

In 2016, there were a total of 46 volunteers reporting 76 volunteering hours. 120 people were benefitted.

No matter the volunteering area, Bridgestone Colombia's volunteer programs are aligned with the three Priority Areas: **Mobility, People and Environment**.

Mobility

Think Before You Drive

This is one of Bridgestone's major volunteer campaigns. The free tire checks are held at supermarkets, malls or major service centers.

During 2016, 8 Think Before You Drive events were held: 4 during Spring Break and 4 during the Christmas vacations. 350 cars were checked and more than 1,200 people benefitted from this campaign.



1,200 people benefitted.

People

Bridgestone Christmas

Volunteers at Bridgestone Colombia organized a Christmas party, where they gave out 32 Christmas gifts and 32 food parcels, benefitting 152 people.



32 Christmas gifts and 32 food parcels gave out to

152 people.





Help ensure a healthy environment for current and future generations.

Continually work toward a sustainable society.



In Harmony with Nature

Contributing to biodiversity through habitat enhancement, and through environmental education and research.



Value Natural Resources

Continually improving natural resource conservation through operational improvements and product design.



Reduce CO_{2e} Emissions

Continually reduce emissions of Greenhouse Gases, including CO₂, from our products' complete life cycle.



Environment



LEED certified Building

This building has:

- Green cover
- Crossed ventilation
- Cutters
- Glasses with solar refraction coefficients

Through its Environmental Mission Statement, which is the basis for this Priority Area, Bridgestone outlines the company's long-term aspirations, encompassing the way in which all the aspects of the business must contribute to environmental conservation.

LEED-Certified Building

Bridgestone Colombia operates out of Torre Argos in the city of Bogota. This building is LEED Silver certified (Leadership in Energy and Environmental Design) in the following categories: Core and Shell and Commercial Interiors. All the concrete used in the construction of the building was manufactured using environmental practices that use less water and cement, as well as lower levels of CO2 emissions. Furthermore, its design incorporates tools to reduce the use of energy and other resources.

The building has a green roof, a crossed-ventilation system, sun breakers and solar control glass, among other elements, all of which help to lower energy consumption. The green roof helps regulate temperatures in the building and harvests and filters rainwater so it can be reused. The roof has two types of plants: native species that don't require much energy, and CAM (acid metabolism of crasulaceous) plants that promote nocturnal photosynthesis, as well as consuming low levels of energy and water.

Environmental Mission Statement

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

We, the Bridgestone group, are committed to continually working toward a sustainable society with integrity and in unity with our customers, partners, communities and the world around us.

Therefore, we are focused on three objectives.

- In harmony with nature**: To contribute to biodiversity through habitat enhancement, and through environmental education and research.
- Value natural resources**: To continually improve natural resource conservation through operational improvements and product design.
- Reduce CO₂ emissions**: To continually reduce emissions of Greenhouse Gases, including CO₂, from our products' complete life cycle.

The Bridgestone group's environmental mission covers all aspects of our business.

TEAMS: Total Environmental Advanced Management System. TEAMS unites the group under a progressive management system to help ensure a healthy environment.

One Team, One Planet.

BRIDGESTONE

Rueda verde

The goal of this program is to control and prevent any negative impact on the environment and on people's health stemming from the mismanagement of waste tires by using and/or valorizing them.

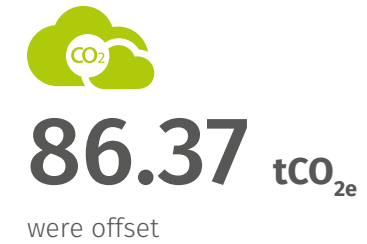
Bridgestone Colombia collaborates in the disposal of waste tires, through the Rueda Verde program. The goal of the program is to increase the amount from year to year to reach a total of 65% of tires collected and discarded.

In 2016, Bridgestone Colombia contributed 7.4% of the total annual collection of the program.

Carbon Neutral

In conjunction with Acción Verde, a company specializing in large-scale forestry projects, the company planted 375 native species of trees in a Federal Reserve that acts as a buffer zone for the El Tuparro Biosphere, a UNESCO site. Thanks to this project, 86.37 tonnes of CO_{2e} emitted by the company in 2015 were offset. This led to the company receiving the Carbon Neutral certification in February 2016.

Each tree planted by Bridgestone Colombia has a code which can be used to follow the planting process and the growth of the tree via the Acción Verde website, in addition to its geographical location and some interesting information about the species. This helps get people involved in the process and see for themselves the result of this type of program.

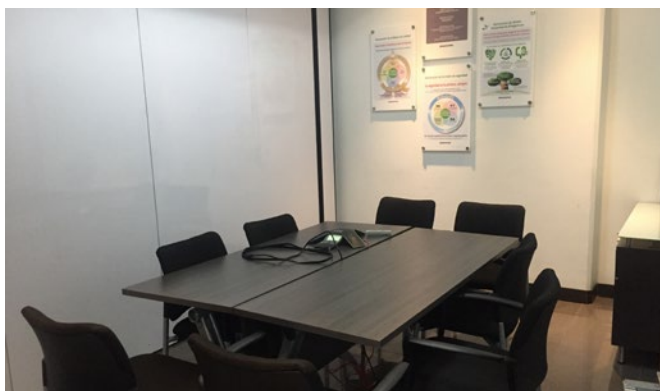


Environmental Efficiency

Bridgestone Colombia has implemented a series of environmental efficiency measures to drive optimal resource savings. A clear example of this was the change from obsolete computing equipment to new, energy-saving devices. The old computing equipment was donated and/or sold to institutions.

In terms of electricity, all of the company's light fixtures are now mercury-free and energy-saving. Switches were installed to avoid having to turn on all the lights when not necessary.

In terms of paper use, printers were relocated and printing reports are now available. This has helped digitize processes and avoid unnecessary printing.





Management fundamentals



Along with these Priority Areas, Bridgestone continues to strengthen the basic characteristics expected of any responsible company. The leadership commitment assumed by the company is classified in six major Management Fundamentals*:

Compliance and Fair Competition	46
Business Continuity (BCP) and Risk Management	52
Human Rights and Labor Practices	56
Procurement	64
Quality and Customer Value	68

*The Industrial Hygiene and Safety Management Fundamental does not apply given that Bridgestone Colombia focuses solely on the commercial side of the business, representing no major risks to the health or safety of its employees. In 2016 no accidents, deaths or sick days linked to occupational diseases were recorded.



Compliance and **fair competition**



Ensure excellence through compliance and integrity.

The company builds trust with all stakeholders by ensuring that ethical decision-making guides responsible business practices across our operations.

Ethics

Bridgestone Colombia ensures that all of its activities embody the highest ethical standards, guaranteeing compliance with national and international laws and promoting competition and operational practices.

Ethics Committee

In 2016, Bridgestone Colombia set up an Ethics Committee, the main function of which is to analyze any doubts arising from issues of non-compliance, in addition to the interpretation of the guidelines set out in the company's internal policies or procedures. In 2016, the Committee was composed of four members who convened two sessions.

Code of Conduct

The Code of Conduct sets out the guidelines for promoting respect and tolerance in the workplace. The company uses the Code of Conduct of the Bridgestone Americas Compliance Center (BACC), which contains all the priority issues in this area.



The Ethics Committee is composed of **8 members** who convened **5 sessions** during 2016. Its main function of which is to drive **understanding of the company's ethical** guidelines.



100% of employees received **Code of Conduct Training**.

Over the past year, leaflets regarding the Code of Conduct were handed out to everyone at the plant. Furthermore, the 2015-2016 Ethics Program was implemented, which included a communication plan to raise awareness among employees and suppliers of areas relating to ethics, integrity and transparency

In 2016, ethics training was also offered to service providers and technical consultants (from the Americas and the Caribbean). In November, Ethics Week was held, raising awareness among employees regarding relevant ethical areas, such as the Code of Conduct and complaints procedures.

Ethics podcasts were also used to highlight the importance of this area. Furthermore, the company's leaders (management and leadership) provided a declaration of compliance.

Code of Conduct Training

In 2016, Bridgestone Colombia's reaffirmed its commitment to providing its employees with Code of Conduct training. One-hundred percent of employees took part in these training sessions, which focused on areas such as employee rights and responsibilities, as well as those of their colleagues. All new employees also received training during the induction process.

Complaints Procedures

Bridgestone firmly believes in offering its employees the opportunity to report any problem or non-compliance with the Code of Conduct. This has been made possible through the implementation of communication channels.

All complaints are confidential in nature, and, through these channels, employees can also voice their concerns about ethical dilemmas. They are also a means of resolving any doubts regarding compliance with corporate policies.

Employees can file a complaint via the following channels:

- Directly with their manager or with the Human Resources Department
- Via the toll-free number - 01 800 915 5860

Fight Against Corruption

Bridgestone Colombia strives to eliminate corruption and conflicts of interest at all levels. During 2016, 100% of employees received training about how to act when faced with these types of situations.

In 2016, there were no confirmed cases of corruption, nor was the company fined for any acts of non-compliance.

Responsible Marketing

Bridgestone Colombia firmly believes in the importance of implementing promotional campaigns that meet the highest standards of quality.

Bridgestone strives to ensure its advertising and promotions comply with all applicable laws, as well as ethical marketing practices, guaranteeing that Bridgestone provides its clients with quality products that comply with what is being offered in its advertising campaigns.

Pricing is covered by the legal norms governing operations.

Personal Data Protection

Personal data, from both the company's present and prospective employees, is protected by Bridgestone Colombia through its privacy notice, which specifies the guidelines on how the personal information the company possesses is handled and safeguarded. Bridgestone Colombia is in full compliance with the Colombian government's National Data Protection System.

Social Networks

Bridgestone Colombia believes it is fundamentally important to promote engagement with its consumers and stakeholders. This digital forum allows the company to share relevant information with these groups, in addition to directly facilitating dialog and fostering the exchange of opinions.

Through its social networks, Bridgestone can learn more about what its customers need and want, as well as their perception of the brand. During 2016, Bridgestone focused on consolidating this communication with its customers, achieving more than 50,000 followers on Facebook.



150,349 Facebook followers

Facebook Bridgestone Colombia:

<https://www.facebook.com/bridgestoneColombia/>



Participation with Associations and Authorities

Bridgestone Colombia promotes healthy competition and development within Colombia's industrial sector by participating in events and activities that promote these goals. This is why the company believes it is fundamentally important to promote partnerships and collaboration that help it contribute more effectively and accurately.

In 2016, the company worked alongside the following associations:

- ANDI – National Business Association of Colombia.
- CEA – American Business Council.
- AMCHAM - Colombian-North American Chamber of Commerce.
- National Retreading Association (ANRE).
- National Retail Federation (FENALCO).
- Rueda Verde.

Moreover, in 2016, Bridgestone Colombia was involved in the negotiations to discuss non-tariff barriers in Ecuador and promote compliance.

The company actively participated in forums and negotiations focusing on technical guidelines for tires, promoting the quality of the tires being sold on the market, in addition to actively supporting the anti-dumping bill in Colombia.

The company actively **supported** the **anti-dumping bill in Colombia**.



BRIDGESTONE
Your Journey, Our Passion





Business continuity (BCP) and risk management

Prevent and mitigate operational risks

The company anticipates, prevents and mitigates risks, but when crises arise, it protects its people, property, and profits.

Corporate Business Continuity and Crisis Management Program

Bridgestone has prepared a response plan for situations that are critical to operations: This is why the Latin America North (BS-LAN) region has a Crisis Committee (CC) that offers decision makers the tools they need to respond quickly, effectively, efficiently and in a structured manner in the event of a crisis situation. The plan has been designed by Bridgestone Americas to comprehensively cover situations, such as those that:

- Require steps to be taken by national leaders in the country affected to resolve situations that could have an impact on human health, security, the environment or on the operations' assets and reputation.
- Require steps to be taken by the organizations in the country affected with the support and leadership of BATO-LA or any of the company's business units operating in the country in question, as is deemed necessary.



5 executives received training in crisis situations and business continuity.



120 employees and **68** external personnel were trained in safety issues.



In 2016, the first crisis simulation exercise was held by Bridgestone Americas in Mexico. During the simulation, the CC in Mexico and Nashville were activated, in addition to the Emergency Committees (EC) at the plants in Cuernavaca and León. The simulation exercise was attended by executives from throughout the region.

Bridgestone Costa Rica underwent the BASC (Business Alliance for Secure Commerce) recertification process, successfully maintaining its ISO 9001:2008 and ISO TS certifications. Bridgestone Colombia also successfully recertified in these standards.

Emergency Committees have been established in each area within the region, with members being trained and crisis simulation exercises implemented.

The Bridgestone Latin America North (BS-LAN) Crisis Committee is of fundamental importance given that it guarantees business continuity during crisis situations. This committee decides those situations that merit a response at a corporate level and those situations in which the regions have the authority and responsibility to act and communicate.

Training and Response Plans

With the aim of implementing a training program and ensuring improved responses to critical situations, Bridgestone Colombia trains its employees, contractors and transport providers in crisis management and safety procedures.

In 2016, five employees received training in crisis situations and business continuity. In terms of safety issues, 120 employees and 68 external personnel (contractors and transport providers) were trained.



Type	Number of People Trained		Number of Training Hours	
	Internal Personnel (Employees)	External Personnel (Contractors and Transport Providers)	Number of Training Hours for Internal Personnel	Number of Training Hours for External Personnel
Safety	120	68	36 hrs	12 hr5
Crisis Management	5		4 hrs	





Promote respect for fundamental human rights and responsible labor practices.

The company fosters an inclusive culture in which all Bridgestone entities and locations adopt and apply ethical labor practices, build trust with teammates, and embody respect for diversity and for fundamental human rights.

Human rights and
labor practices



Human Rights

Bridgestone Colombia sees Human Rights as one of the pillars of success for the global community. For the company, Human Rights are a fundamental part of its business model, which is why it constantly drives innovation to contribute positively in this area.

The company has three corporate policies that help ensure it is in full compliance with Human Rights throughout its value chain.

1. General Code of Conduct

This includes a section about Promoting Respect and Dignity, stipulating that employees are the most valuable resource at Bridgestone Americas, and, in order to ensure success, everyone must be treated with dignity and respect at all times. Under no circumstances will any behavior that promotes an intimidating, hostile or offensive working environment be tolerated.



40% of employees are female.



730 total training hours, 25 hours per employee.



9 new hires.

2. Harassment, Discrimination and Retribution Prevention Policy

The purpose of this policy is to foster a working environment that is free from harassment, discrimination and retribution based on factors such as: ethnicity and/or nationality, skin color, mental or physical disability, age, sexual orientation, gender/sex (including pregnancy, childbirth, breastfeeding or related medical conditions), gender expression and/or identity, marital status, citizenship status and any other trait protected by local, state and federal statutes.

3. Human Rights Policy

This policy strictly prohibits discrimination in any of Bridgestone's corporate activities, focusing on ethnicity, nationality, gender, age, language, religion, beliefs, social status, disabilities or any other related factors.

It also prohibits harassment by forbidding any member of the Bridgestone team from talking or acting in a way that degrades the individual dignity of another person. Finally, this policy prohibits child labor in any country in which the company operates.

In addition to raising awareness about these policies, during 2016, employees at Bridgestone Colombia received 57 training hours in Human Rights issues, which are of fundamental importance in promoting their operational performance and development.



Harassment, Discrimination and Retribution Prevention policy.

Workplace Inclusion and Diversity

Bridgestone Colombia is a company committed to the diversity of its workforce. Workplace inclusion is of key importance in helping both Bridgestone and society in general to grow and develop.

In 2016 gender equality in the workplace was a focus, three more female staff members were hired. In the Latin America North region, the hiring of female employees increased by 50% compared to 2015.



22% of new hires are females.

Labor Practices

Bridgestone Colombia's employees are the foundation and driving force behind the company's sustainability. Their skills, motivation, safety and comprehensive development are the foundations for the profitability of the business and the satisfaction and trust that the stakeholders place in the company.

Employees

In 2016, Bridgestone Colombia had 32 employees (28.12% female and 71.87% male) (9 women and 23 men). There were a total of 9 new hires in 2016 (3 women and 7 men).

Employee turnover was 0.44%.

	Under 25	0
Men	Between 25 and 30	5
	Between 31 and 40	10
	Between 41 and 50	6
	Over 51	2
	Under 25	0
Women	Between 25 and 30	3
	Between 31 and 40	4
	Between 41 and 50	2
	Over 51	0

Training

Bridgestone Colombia believes that developing the talent of its employees is fundamentally important in helping drive the knowledge and skills of everyone who works at the company. This can be seen every single day in the positive contributions of each employee: ideas, projects, quality and innovative creativity. This investment also has a positive impact on the growth of the organization.

In 2016, a total of 32 employees including directors, managers, middle managers and professionals, received training. This means that 100% of Bridgestone Colombia's employees received some form of training during the year.

The total number of training hours was 730, an average of 25 hours per employee. A total of US \$3,950 was invested in training by Bridgestone Colombia. The most relevant training sessions were the High-Performance Team and Learning About Our Product programs.



100% of employees received training.



G4-LA9



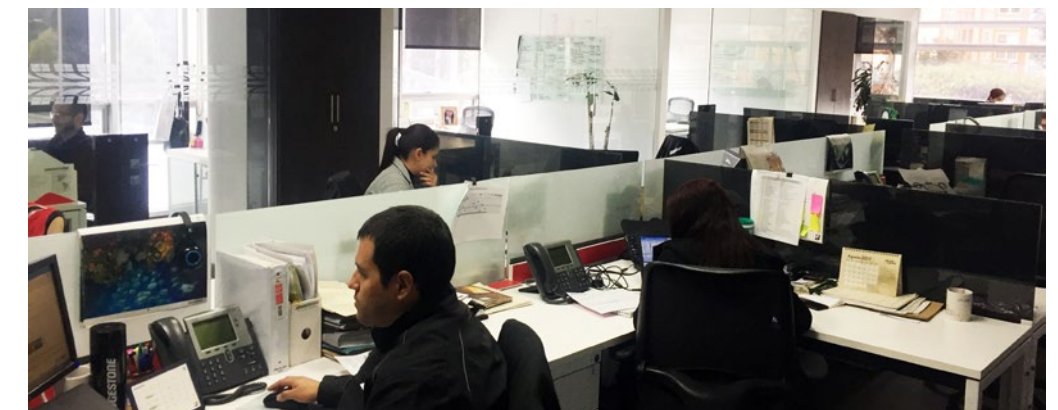
Performance Evaluation

Continuous employee feedback is of key importance for Bridgestone Colombia, allowing the company to detect areas of opportunity and improvement.

All of the organization's employees have regular performance evaluation and professional development periods, divided by category and gender. These performance evaluation periods are scheduled for the middle and end of each year.

Bridgestone Colombia uses a Performance Management Appraisal (PMA) process to evaluate its employee performance. In 2016, 100% of employees participated in this evaluation process, with 92% of employees being rated as having a 'solid' performance and 5% exceeding performance expectations.

Employee Category	Total Employees in 2016	Total Training Hours in 2016	Average Training Hours in 2016
Directors	1	34	34
Deputy Directors, Managers or Area Coordinators	3	88	29
Middle Management	3	64	21
Professional	25	544	22
Assistants			
Total	32	730	106



Benefits

Bridgestone Colombia offers its employees stability and trust when they need them most. This means that its employees feel they are truly a part of the company, creating a peaceful and family-oriented working environment.

The benefits required by law for employees at Bridgestone Colombia consist of:

- 4% pension contributions.
- 4% to severance pay.
- 4% EPS contribution (Social Security).
- Seniority Premium (one salary).

Furthermore, employees have access to other benefits, such as pre-paid medicine, discounts on sets of tires, food stamps and vacation bonus.



19 training hours average for women.

Of the 32 employees who participated in training sessions, the average number of training hours for women was 19, while for men the average number of training hours was 27.

	Total Employees in 2016	Total Training Hours in 2016	Average Training Hours in 2016
Men	23	576	27
Women	9	154	17
Total	32	730	25

Investing in training:
US \$3,950

Talent Retention and Development

In 2016, Bridgestone Colombia achieved its goal of creating a Talent Management Culture; employees received ongoing training and support in Human Resource ITMS processes.

Workplace Integration

Bridgestone Colombia strives to promote the integration of its employees in order to create a working environment built on trust. Throughout 2016, a number of activities were held, including:

- Special Occasions: Women’s Day, Father’s Day, Children’s Day and Valentine’s Day. A total of 6 activities were coordinated by the Wellness department.

- Birthdays. Every employee is given a day off during the month of their birthday so that they can spend valuable time with their families.
- Integration of High-Performance Teams: two meetings were coordinated for the Bridgestone Colombia team, with the goal of promoting the integration of the local and regional teams.

Health and Safety

Given that Bridgestone Colombia focuses solely on the commercial side of the business, representing no major risks to the health or safety of its employees, no accidents, deaths or sick days linked to occupational diseases were recorded.





Procurement

Create value for society through sustainable procurement practices.

The company is committed to creating value and continually working toward a sustainable society to ensure long-term environmental, social and economic benefits by incorporating the following into the entire supply chain:

1. Transparency
2. Compliance
3. QCD and Innovation
4. Sustainable Procurement Practices



Suppliers

Bridgestone Colombia embodies and promotes fair and equitable treatment when searching for and hiring suppliers. These actions promote healthy competition among the supply chain, laying the foundations for solid and long-lasting relationships.

In 2016, the company had 2,187 suppliers from countries, including: US, Mexico, Brazil, Costa Rica, Japan, Thailand, Spain and Argentina.

Since 2015, the Procurement Department has undergone a complete transformation as a result of the implementation of the Bridgestone Latin America North (BS-LAN: Mexico-Colombia-Costa Rica) structure. This new procurement structure promotes greater transparency in all processes and operations.



100% of service providers have contracts that ensure their **compliance** with **Bridgestone Colombia's guidelines.**



2,187 suppliers.

G4-12, G4-LA14, G4-LA15, G4-HR5, G4-HR6, G4-HR10, G4-HR11

Supply Management Process

The current processes of the Procurement Department are in compliance with the requirements of the business in order to safeguard and contribute to the development of the company's commercial partners and the community.

One-hundred percent of contracts with service providers guarantee compliance with the guidelines stipulated by Bridgestone Colombia.

Supplier Evaluation and Development

Through this evaluation process, Bridgestone Colombia compiles information about how its suppliers embody sustainability concepts in order to align their practices with the principles promoted by the company.

This alignment process is achieved by increasing the number of training sessions and workshops for suppliers. These sessions encompass the improvements in sustainability criteria that the company applies when selecting and evaluating suppliers. Some of these criteria include the quality, performance and warranties of the product or service offered by the supplier, in addition to reliability, speed of response, responsibility and compliance.

In addition to these criteria, ethical market practices are a priority for the company's suppliers.

The evaluation process is undertaken by representatives from the Procurement and Safety departments. Some of the criteria that are taken into account in this evaluation include:

- Quality of the Product or Service.
- Reliability in areas such as Service Performance.
- Warranties.
- Opportune Response to Complaints and Grievances.
- Responsibility.
- Regulatory Reporting.
- Market Behavior.
- Advantages.
- Areas of Opportunity.





Create value for the client and promote a relationship of trust.

Bridgestone creates a global framework in collaboration with all related Bridgestone entities and stakeholders to proactively identify, prioritize and address customer quality issues in keeping with the intentions of our founder to: “Serve Society with Superior Quality”.



6 new store were opened in 2016, up from **55** in 2015 to **61** in 2016.

Quality and
customer value



Economic Value:
Generated Value:

~5% of the total region.

Distributed Value:

~3% of the total region.

Retained Value:

~7% of the total region.



US \$94,864
was invested in opening these
distribution centers.



Through its Quality Mission Statements, Bridgestone focuses on improving its processes by offering superior quality products and services throughout its value chain. The company drives performance and generates value for its customers by promoting innovation in every single aspect of the business.



Promotions and New Products

Bridgestone Colombia strives to offer its customers promotions that benefit both them and the company. In 2016, two main consumer-focused promotions were implemented

- Summer
- Christmas

These promotions help people during periods of the year when consumer spending is at its highest, generally during public holidays or vacation periods, offering the company's products at the best possible prices.

During the year, the Ecopia EP422 Plus was launched on the market, helping meet customer needs and expectations.

Distributor and Consumer Service

The business structure in Colombia was positively transformed, driving the reorganization of its multi-product sales consultants, the goal of which is to improve distributor and consumer service. Thanks to this new organizational structure, which reduces the number of geographical areas, there has been a positive change in the frequency of visits and the speed and quality of the service offered to these two groups.

Furthermore, Bridgestone Colombia received the 5-Tire certification, implementing this best practice into its consumer business policy. This certification will help the company to improve its customer service at car and SUV stores in Colombia and Ecuador.

Bridgestone Expert Program

Via its toll-free number, the Bridgestone Expert program monitors any concerns our distributors and consumers have regarding promotions and the purchase or sale of our products. About 90% of the issues raised were addressed immediately by the call center. Of the total calls and requests received during the year, 99% were resolved, with the remaining 1% being channeled to the corresponding areas.

Training

Bridgestone Colombia seeks to constantly improve the quality of its service in order to prepare itself in the best way possible and to emphasize at all times the importance that the client has for the company.

In 2016, several courses dealing with fundamental issues for the business were offered.

Bridgestone Ambassadors

Bridgestone has created programs to improve the service it offers its distributors and consumers. A clear example of this is the Bridgestone Ambassadors program, which has been implemented throughout the BS-LAN region. The launch of this program offers employees the opportunity to work alongside consultants in the field to learn more about the work being done by distributors, as well as better understanding how the product is sold and how to generate value.










Bridgestone Colombia aligns its business strategy with the United Nations Sustainable Development Goals. This helps identify specific goals it can attain by promoting solutions based on its skillset.

During 2016, a number of programs and activities were organized, involving support from the company to promote a range of different sustainable development goals:

Sustainable Development goals



Sustainable Development Goals	2016 Programs	Priority Area / Management Fundamental
	Donations <ul style="list-style-type: none"> Ecuadorean Embassy in Costa Rica 55 kg of provisions 	People Health and Safety
	Training <ul style="list-style-type: none"> 100% of employees received training. 730 total training hours (25 hours per employee). Investment in training: US \$3,950. 	People
	<ul style="list-style-type: none"> 40% of employees are women. 22% of new hires were women. 19 training hours for women. Harassment, Discrimination and Retribution Prevention Policy. 	Human Rights and Labor Practices
	Job Creation <ul style="list-style-type: none"> 9 new hires. 	Human Rights and Labor Practices

Sustainable Development Goals	2016 Programs	Priority Area / Management Fundamental
	<p>Think Before You Drive:</p> <ul style="list-style-type: none"> • 8 Think Before You Drive campaigns. • 350 tire checks. • 1,200 people benefitted. 	People
	<ul style="list-style-type: none"> • LEED-certified Building • Rueda Verde program for proper disposal of waste tires. • Carbon Neutral certification. 	Environment
	<ul style="list-style-type: none"> • Ethics Committee. • The company is governed by the Code of Conduct of the Bridgestone Americas Compliance Center (BACC). • A range of complaints procedures to drive transparency within the company. • 100% of employees received training in ethics. 	Compliance and Fair Competition





For the second consecutive year, Bridgestone Colombia has published its Sustainability Report, which encompasses the most significant milestones relating to sustainability at the company, in addition to providing its stakeholders with information about the company's main commitments and activities in the area of sustainability.

About this report

This report incorporates the operations of Bridgestone de Colombia, S.A.S., considering the offices in Bogotá and the Distribution Centers in Ecuador.



In 2016, a Materiality Study was undertaken, with the following issues being identified. These concepts make up the basis of this report:

Issue	Corresponding Indicator	Coverage
Promotion and Compliance with Ethical Standards stipulated in the Code of Conduct	G4-HR12, G4-HR8 y G4-56	Internal
Quality in Consumer Service and Support	G4-PR5	
Fair Business Practices (Logistics, Distribution and Fair Prices for Distributors)	G4-SO8	
Honest Sales Practices and Product Labeling for Consumers	G4-PR3 and G4-PR4	
Anti-Corruption Measures	G4-SO4 and G4-SO5	
Sustainable Use of Natural Resources	G4-EN10 and G4-EN22	
Promotion of Road Safety	G4-PR1 and G4-PR2	
Risk Prevention and Management to Mitigate Crisis Situations	G4-35 and G4-56	
Compliance with Applicable Laws governing its Operations	G4-PR8	
Supply Chain Development and Evaluation (Alignment with Ethical and Socio-Environmental Standards)		
Distribution Chain Development and Evaluation (Alignment with Ethical and Socio-Environmental Standards)	G4-LA12, G4-HR5, G4-HR6, G4-HR10 and G4-HR11	
Promotion of Non-Discriminatory and Human Rights Measures throughout the Supply Chain		

Issue	Corresponding Indicator	Coverage
Support for Social Organizations and Schools		Internal
Environmental Activities undertaken with the Community	G4-SO1	
Corporate Volunteering Activities		
Emissions Reductions	G4-EN15, G4-EN16, G4-EN17, G4-EN19	
Operations that are in Harmony with Surroundings		
Efficient Operations (Reduction in Time and Costs to Offer Better Products and Services)		

This document has been created using the Core Conformity option stipulated by the Global Reporting Initiative (GRI) for drafting G4 sustainability reports, covering the period from January 1, 2016, to December 31, 2016.

In terms of the information published in previous years, there has been no reformulation of the data used, meaning that the information published previously has not been modified. Furthermore, although there is a Regional Report that consolidates the most relevant statistics regarding operations

under this new structure (BS-LAN), this report focuses exclusively on Colombia, which is why there are no significant changes to the scope and coverage found in previous years.

If you have any questions or doubts about the information published in this Sustainability Report, please contact the Corporate Communications and Social Responsibility Department at Bridgestone Latin America North (BS-LAN) at the following e-mail address: BS_LAN_Prensa@la-bridgestone.com.



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G4-EN27	Pp. 45
G4-EN28	Pp. 44-45
Regulatory compliance	
G4-EN29	No significant fines were presented in environmental terms.
CATEGORY: SOCIAL PERFORMANCE	
SUB-CATEGORY: DIGNIFIED EMPLOYMENT AND WORK PRACTICES	
Employment	
G4-LA1	Pp. 61
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G4-LA9	Pp. 61-62
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G4-LA11	Pp. 63
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G4-LA12	Pp. 61 significant fines were presented in environmental terms.
Evaluation of Labor Practices of Suppliers	
G4-LA14	Pp. 68
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SUBCATEGORY: HUMAN RIGHTS	
Child Labor	
G4-HR5	Pp. 68

Indicator	Page/Direct Response
Forced Labor	
G4-HR6	Pp. 68
Indigenous Rights	
G4-HR8	No significant fines were presented in terms of rights of indigenous peoples.
Evaluation of Suppliers' Social Repercussions	
G4-HR10	Pp. 68
G4-HR11	Pp. 68
Human Rights Complain Mechanisms	
G4-HR12	No significant fines were presented in terms of human rights.

Indicator	Page/Direct Response
SUBCATEGORY: SOCIETY	
Local Communities	
G4-SO1	Pp. 39-41
G4-SO2	None
Fight Against Corruption	
G4-SO4	Pp. 51
G4-SO5	None
Public Policy	
G4-SO6	Bridgestone does not receive nor gives financial contributions granted by the government or political parties
Unfair Competition Practices	
G4-SO7	None

Indicator	Page/Direct Response
SUBCATEGORY: PRODUCT RESPONSIBILITY	
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Marketing Communications	
G4-PR6	None
G4-PR7	None
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G4-PR8	None
Regulatory Compliance	
G4-PR9	None



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COLOMBIA

SUSTAINABILITY REPORT
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