



Sustainability Report 2012

Digest



Supporting People,
Supporting The Future

Bridgestone not only seeks to offer the best for our customers and society in terms of products, services and technology, but also to adequately respond to the diverse needs of society in order to achieve total satisfaction and become a company that supports people's lives.



The company is focused on meeting customer's needs, while developing state-of-the-art technology to guarantee safety with highest quality products and services.



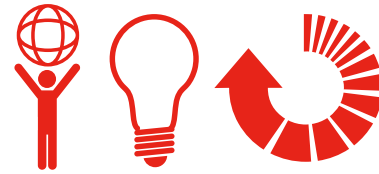
Annual Sales:
8 billion mexican pesos

Bridgestone Mexico provides integrated tire solutions, tire-retread products and related automotive services through its dealers and franchises network.



Enrollment 1,406 employees.

It generates more than 6,400 indirect jobs.



ISO/TS 16949: 2009
ISO 9000-2008

International standards that we grant in the management system for quality products and services, and pursue ongoing improvements at all time.



12,017

free-tire checkups were made, through our **Make Cars Green** program



+1,700 people

were trained, accounting over **108 thousand** training hours.



6 thousand 139 free-tire checkups were made through **Think Before You Drive** campaign.

Over **500 thousand** people received leaflets with tire safety information.

100%

of teammates received training following Code of Ethics.

953

teammates were trained in anti-corruption and practices against bribery.

80%

of domestic suppliers.

7 suppliers have been granted as Business for Social Responsibility.

Bridgestone and its suppliers seek to boost local economy by promoting the development of the domestic market.



Leader in passenger and light-truck tires for sales in Original Equipment in Mexico.

Over **600** points of sales

It markets products across the entire Mexican Republic.



Tires with ECOPIA technology help to improve vehicle's fuel efficiency and reduce CO₂ emissions.

In 2011, Bridgestone Corporation in Japan introduced the new corporate symbol and brand statement.

BRIDGESTONE
Your Journey, Our Passion

38,515.63

tons of equivalent CO₂ were not emitted thanks to the improvement of our production processes and to the acquisition of new equipment.



120 seminars for children were given at public and private schools to promote roads safety.

115,179 children were benefited.

Over **133** families were benefited, through **Bridgestone Volunteer program.**



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A message from our President



At Bridgestone Mexico, we are pleased to present our second Sustainability Report in Mexico. This document is intended to inform all interested parties about the progress that the company has made regarding **Sustainability and Corporate Social Responsibility** during the last two years, as well as to acquaint them with the challenges we currently face.

During this two-year period, positive changes occurred that allowed Bridgestone to continue on the road towards integrating sustainability into all of our activities. This period started in 2011 with the commemoration of the company's 80th anniversary and the new mandate to align all employees with "The Bridgestone Essence", the new corporate philosophy rooted in the nature of the company, which aims to offer the best to its customers and to society not only in terms of its products, services and technology, but in all of its corporate activities.

Bridgestone Mexico contributes to society by offering products which provide safety. It develops and manufactures tires with the highest technology for all type of vehicles in order to provide comfort and reliability to all consumers. Because of this, Bridgestone now holds a leading sales position in original equipment and replacement markets in Mexico.

Protecting and taking care of the environment is a matter of supreme importance at Bridgestone. At a corporate level, this two-year period has seen the launch and spread of its environmental mission, an advanced management system that considers all of the business aspects from three important environmental perspectives: achieving harmony with nature, valuing natural resources and reducing CO₂ emissions.

We look favorably on environmental care, as we work to turn people's mobility into an enabling factor to reduce the effects of climate change, depletion of resources and the pollution of the air and soil. In addition, during these two years, Bridgestone made major investments to reduce electric power consumption in its Cuernavaca plant, thus reducing its CO₂ emissions. Thanks to these measures, relevant economic savings were made and environmental accomplishments were achieved which made the plant worthy of the 2011 Morelos Award in Savings Energy. In addition, Bandag Mexico,

"I am convinced that a business that is only after benefits will never thrive, but a business that contributes to the community and the country will always be profitable".

*Shojiro Ishibashi
Founder of Bridgestone Corporation*

our manufacturing plant in tire-retread products, obtained the certification "Carbon Neutral" while complying with the phase of emission inventory, generating a work plan on mitigation and adaptation of Greenhouse Gases (GHG), and implementing actions and evaluations of each of them at its plant in Leon, Guanajuato.

Another important contributions to the environment were the reuse and recycling of 90% of the waste produced by the Cuernavaca plant, as well as the significant progress achieved in the reduction of water consumption per product ton.

Bridgestone tires continue innovating the market and providing dealers, customers and end users with diverse alternatives to look after the environment through its ECOPIA technology, designed and produced from compounds that reduce rolling resistance for fuel saving and CO₂ emissions reduction. In addition, our tire-retread process in the transport field provides tires with a second or third life, which constitutes a sustainable solution to prolonging a tire's useful life and reduces resource usage and the amount of waste products.

Supporting the community is very important to Bridgestone Mexico; that is why we have always promoted roads safety through various initiatives aimed at drivers, such as our programs "Think Before You Drive" and "Easter Roads Safety Program". We have also sought to reach children through a specially developed program called "Think Before You Drive Kids". During this two-year period, over 6 thousand free tire air pressure check-ups were conducted at universities and car-wash centers, and the message of awareness reached over 6 million people. Our kids program, meanwhile, reached over 100 thousand kids in private and public primary schools.

Make Cars Green is another campaign seeking to reduce the damaging effect of automobiles on our planet through simple tips that encourage drivers to play an active role in the use of their vehicles and to promote a more sustainable mobility. In the last two years, over 5 thousand drivers have been benefited from free tire pressure and tire wear check-ups being provided at gas stations and atmospheric vehicle centers.

At Bridgestone Mexico, we are convinced that sustainability plays an essential role in business management and we know it constitutes an important element in alignment with our corporate philosophy, The Bridgestone Essence. Because of this, we shall continue to incorporate and fulfill the 22 Guidelines in the company's Sustainability and Corporate Social Responsibility activities. Bridgestone is committed to support people, provide safety and look after the environment in order to drive a better future for everyone.

Daniel Benvenuti
President
Bridgestone Mexico

Bridgestone in the World

Bridgestone Group is the largest tire and rubber products manufacturer in the world. It produces and sells tires for every use. It also provides a wide variety of products and technologies that support the development of various industries.



Shojiro Ishibashi,
Founder of Bridgestone Corporation



Production

1.760
million
tons of
tires

143,448

employees.



It produces tires for **all kind of vehicles and other diversified products.**

The Bridgestone Group has over

180

manufacturing plants and R&D facilities in **25** countries.



Annual sales amount to

30.397
thousand yens.

Most valuable tire brand in the world. According to Global Tire Company Ranking 2012.

The company's headquarters are in Tokyo, **Japan.**

Sells products in more than **150** countries worldwide.



For more information, please visit:
<http://www.bridgestone.com/corporate/profile/index.html>



Cars



Light trucks (SUVs)



Motorcycles



Agricultural



Industrial (Subway in Mexico City)



Buses and trucks

Bridgestone Mexico

Bridgestone Mexico is a subsidiary of Bridgestone Latin America Tire Division (BATO LA), which is part of Bridgestone Americas Tire Operations (BATO), headquartered in Nashville, Tennessee.

20,000

tires a day produced in Cuernavaca Plant.

A national coverage consisting of over **600** points of sales.

Leader in sales for passenger and light truck tires for Original Equipment market in Mexico.

Annual sales for **8** billion mexican pesos.



Enrollment consisting of **1,500** employees.

Provides over **6,400** indirect jobs.

Tire manufacturing plants in Cuernavaca, Morelos and Monterrey, Nuevo Leon.

20% of its production is exported to the U.S.A. and Latin America.

Headquarters in **Mexico City.**



Rubber manufacturing Plant for tire retreading products in León, Guanajuato.

Manufacturing Plant for Carbon Black in Altamira, Tamaulipas.

Testing track "La Amistad" in Acuña, Coahuila.

Bridgestone Mexico **manufactures and markets** passenger and light truck tires, as well as truck and bus, agricultural and off road tires.

The company sells its products through a wide dealer network, and it currently equipped the vehicles of the most prestigious assembly companies in the country.



The Bridgestone Essence

Bridgestone not only seeks to offer the best for our customers and society in terms of products, services and technology, but also to adequately respond to the diverse needs of society in order to achieve total satisfaction and become a company that supports people's lives.

The Bridgestone Essence is found in its Mission and supporting Fundamentals. When we speak about Mission, we mean our associates actions around the globe, who on a daily basis strive to achieve our core aims, as shown in our founder's words.

When we speak about our Fundamentals, we mean the principles and values that every associate adds to his/her work.

The Bridgestone Essence

LA ESENCIA BRIDGESTONE



In March 2011, Bridgestone Corporation in Japan announced the refinement of the corporate philosophy, the Bridgestone Essence, and it presented a new corporate symbol and a new brand tagline: "Your Journey, Our Passion".

These changes are intended to strengthen the brand's image and to emphasize the group's commitment to current and future generations.

Seijitsu-Kyocho (Integrity and Teamwork)

It 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)

It 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)

It 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)

It 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.



Corporate Social Responsibility

In 2007, Bridgestone Corporation in Japan disclosed its 22 guidelines that are now the basis for our Corporate Social Responsibility programs. These programs contemplate all organizational activities from three perspectives, which will increase the company's competitiveness in the future:

- Competitive, innovative business models,
- Creating opportunities for the community,
- Looking after and preserving the environment.

Corporate Social Responsibility is an essential subject that allows the company to run a corporate strategy based on the sustainable development of communities where it operates.

CSR Model involving four fundamental foundations and 22 guidelines

CSR from a Social Standpoint Employees

- 16. Continued enhancement of job satisfaction and pride.
- 17. Enhancing workplace safety and health, and employee health management.
- 18. Respect for diversity.
- 19. Respect for fundamental human rights, including the rights of children and other to be free from forced labor.

Society and Communities

- 20. Developing social activities to build a sound and sustainable society.
- 21. Encouraging employees to do volunteer work in their communities.
- 22. Helping realize a safe society.

CSR through Environmental Activities

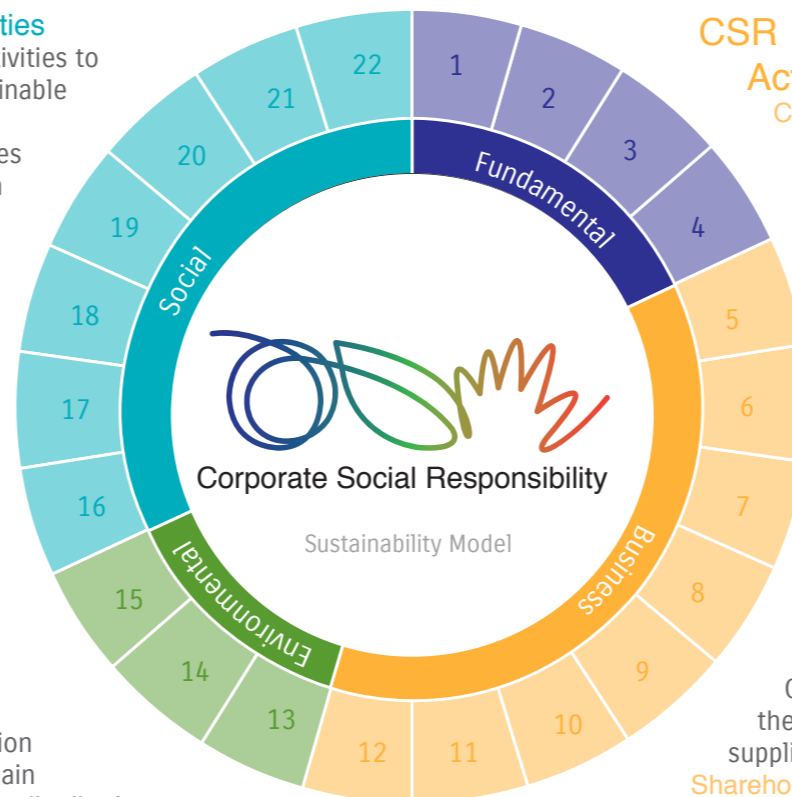
- 13. Contribute to the conservation of the environment through products and services.
- 14. Contributing to environmental conservation throughout the supply chain (procurement, production, distribution and sales).
- 15. Contributing to the environment through social activities.

Fundamental CSR Activities

- 1. Securing stable revenue and profits for the Company to allow the ongoing development of its businesses while contributing to social and environmental sustainability.
- 2. Ensuring a thorough understanding of and adherence to compliance.
- 3. Ensuring business continuity.
- 4. Developing active communication with stakeholders.

CSR through Business Activities

- Customers**
 - 5. Providing attractive, high quality products and services.
 - 6. Technological innovation that generates new value.
 - 7. Development of products and services based on customer's voice.
 - 8. Commitment to fair business practices and competition.
- Suppliers**
 - 9. Fair procurement activities.
 - 10. Strive to enhance our CSR activities throughout the supply chain, including suppliers.
- Shareholders and Investors**
 - 11. Returning profits by enhancing corporate value.
 - 12. Disclosing information in a timely and appropriate manner.



A new graphic identity for Bridgestone Latin America.

Focusing on the future and creating initiatives to broaden services that benefit the individual, the community, and the environment, Bridgestone has established a new symbol that allows communicating our local action foundations to Latin America.

This idea is represented by a blue circle symbolizing business, a leaf standing for environmental protection and natural resources preservation, and a hand referring to the human foundation of our company, following its mission to serve society.

CSR in Fundamental Activities

points of sales, the acceptance of the tire-retread process, and the confidence of the customers and consumers in the brands and services of Bridgestone Mexico.

All of the above is what makes Bridgestone the leader in sales of tires for passengers and light trucks for the Original Equipment market, with a production of 20,000 tires a day, 20% of which are exported to the USA and Latin America. Our products are marketed throughout the Mexican Republic in over 600 points of sales

2. Guaranteeing knowledge and adherence to compliance

At Bridgestone Mexico, we know that in order to enforce all of its policies, codes and internal regulations at all times, as well as to comply with any laws that are applicable to its operations, it is fundamental to know all of them thoroughly, take them into practice, and establish compliance indicators.

There is the conviction that in order to achieve the above it is necessary to adequately satisfy the expectations of all involved parties by fulfilling all agreed obligations and commitments, in addition to acting and making decisions according to the ethics code. In this way, the company works to build trustworthy relationships with all interested parties; it operates responsibly and with strong principles and ethical practices.

Bridgestone seeks to establish trustworthy relationships with its interested parties in order to achieve business practices which are based on ethical principles and behaviors that are in agreement with the law and the company's values.

1. Working towards systematic, sustainable business growth with sufficient, adequate profitability

Bridgestone contributes widely and continuously to the integral development of national economy by means of a business model that responds to the mobility needs of the Mexican society and taking a responsible economic performance for the benefit of employees, shareholders, customers and suppliers. In 2012, we increased our sales average as compared to the previous year from 6.5 billion Mexican pesos to 8.3 billion Mexican pesos.

Bridgestone Mexico's success is due to the productive growth that has taken the automotive industry and its business strategy. This tactic is focused on delivering environmentally friendly products, growth in



Bridgestone Model Store

Working to prevent risks that might endanger business continuity and to maintain the competitiveness observed until now.

3. Ensuring business continuity

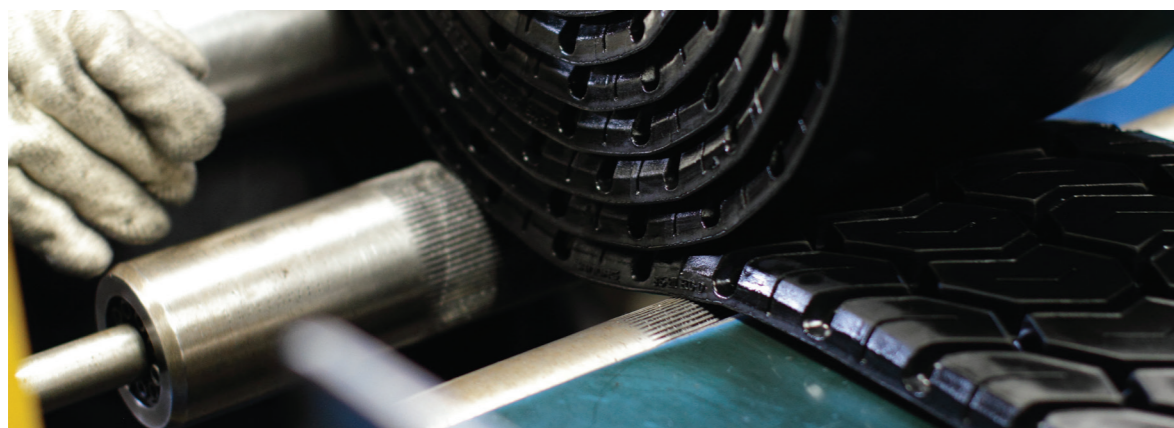
The Management Council and the Executive team at Bridgestone Mexico apply continuity to the business strategy by identifying the main risks that could occur in the financial, safety, health, environmental, sales and commercial operations, community, and employment areas. They also analyze and evaluate all long-term plans.

4. Developing active communication with all stakeholders

The company's success and its permanence depend on the joint work the company develops with all interest groups: people, communities or associations that are linked to the production and service activities it provides. The aim is to communicate constantly with them, know their expectations and establish partnerships that allow us to collaborate on issues of mutual interest.

Bridgestone has various channels of communication with its stakeholders, to respond to relevant issues embodied in its vision of sustainability. These channels include meetings, surveys, polls, alliances and industry initiatives, among others; and are led by the different areas of the organization related to each group.

Bridgestone aims to building trustworthy, cooperative and mutually beneficial relationships.



CSR in Corporate Activities

Customers and Consumers

5. Providing superior quality and major safety products and services

At Bridgestone Mexico there is an obligation to meet the requirements of each customer through the development, production and marketing of products and services with the highest quality. They must provide safety during its useful life and observe an optimal quality.

To ensure the achievement of high standards in quality, we apply a management system focused on continuous improvement and is certified in compliance of two international standards: ISO/TS 16949: 2009, which emphasizes the continuous improvement of the design and manufacture of original equipment tires for passenger and light trucks; and ISO 9000-2008, focused on the design and manufacture of replacement tires.

These rules allow the areas responsible to ensure the quality and standardization in the nine macro processes we have.

6. Creating new values through technological innovation

When it comes to product development, Bridgestone's actions revolve around three fundamental concepts: safety, comfort and environmental care.

Our commitment to quality is not derived from a desire to obtain more profit, but from our passion for improving people's lives and safety.



Bridgestone has become the industry's leader by focusing on the future and progress and introducing innovative technologies.

In this sense, the Sales Engineering area is in charge of, among other things, determining product lines to satisfy future consumers' needs. To do this, various specifications tire tests are performed in order to understand and fulfill global performance needs. This activity is part of the research and development stage which is carried out jointly with the Akron Technical Center.

In addition, the company trains both its commercial representatives and those in charge of marketing its products so that they have enough information to recommend the most appropriate tire for each type of vehicle. To achieve this, the company provides training in alignment, balancing, rotation, air pressure and correct service application, among other areas.



7. Establishing an effective communication flow with customers and taking their feedback into account

Bridgestone Mexico has different communication tools that allow it to be in permanent touch with its customers and attend to their questions, concerns and suggestions, as well as to inform on the company's news. With this, Bridgestone intends to:

- Provide the best service.
- Evolve.
- Be aware of surrounding opportunities.
- Detecting improvement areas
- Developing strengths.
- Enhance teamwork.
- Achieve effective communication.

The company is committed to satisfying its customers' requirements by developing, producing and marketing superior quality products and services.

Establishing responsible, honest and fair commercial relationships.



80% of domestic suppliers.

8. Establishing an active commitment to developing and implementing fair competition and commercial practices

At Bridgestone Mexico, we seek to ensure that all relationships with our customers and consumers are fair and honest. Our Code of Ethics established that our dealings with them must be sincere and avoid to false or deceiving information; truth most always be told in our products and services advertisements and false statements about our offers or about the competitors should never be made.

Nowadays, there are over 600 sales points throughout the Mexican Republic offering the best services and products and suggesting the best tires for each vehicle, a fact that turns Bridgestone into the leader in the Original Equipment and replacement markets.

Suppliers

9. Acting on and committing to fair commercial practices

Bridgestone is interested in generating actions that favor local assets and services concentration to enhance local economy and contribute to national market development.

According to purchase principles, suppliers are to be seen as business partners with whom it is possible to establish long-term alliances for mutual benefit. We work with them on the company's products and services quality, as well as on the quality of delivery and costs. Bridgestone promotes Social Responsibility, environmental care and safety conditions in all its operations.

10. Implementing a purchasing process based on Corporate Social Responsibility

In order to become one of Bridgestone's suppliers, companies go through an evaluation and selection process in which many areas take part. Quality guidelines, economic and financial capacity among other subjects are included in this assessment to determine reliability. Regarding legal norms fulfillment, Bridgestone controls its suppliers' compliance with ethical and legal norms associated to contributions to safety, health and the environment.

It is through continuous improvement and teamwork that we have succeeded to maintain a close relationship with our suppliers and this has enabled us to meet our consumers' requirements by offering high quality products and services.



Other Interested Parties

11. Generate sustained gains with a decent and reasonable return

12. Providing appropriate, accurate and timely information

In 2012, we increased our sales average as compared to the previous year from 6.5 billion mexican pesos to 8.3 billion mexican pesos.

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Bridgestone Mexico's success is due to the productive growth that has taken the automotive industry and its business strategy. This tactic is focused on delivering environmentally friendly products, growth in points of sales, the acceptance of the tire-retread process, and the confidence of the customers and consumers in the brands and services of Bridgestone Mexico.

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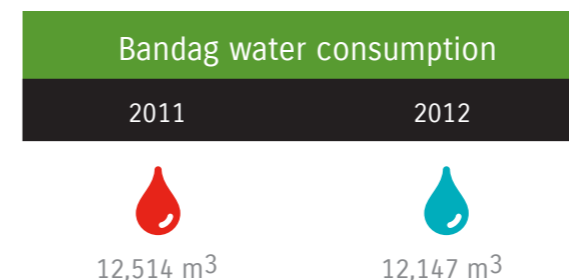
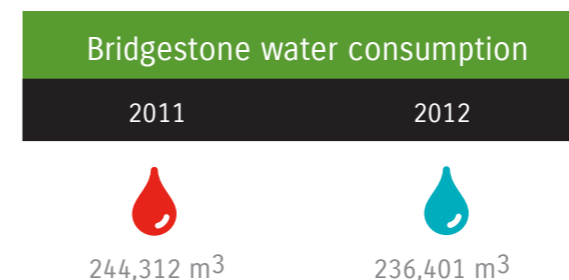


CSR through Environmental Activities

Water

Bridgestone has a water treatment plant that retrieves the vital fluid used in the process, and reused in the irrigation of green areas. In 2011 and 2012, it was recycled 40% of water used.

At Bridgestone Mexico we plan, develop and evaluate several actions to reduce environmental impact by rationally and efficiently using natural resources and considering the key aspects of all our production and business marketing processes.



In 2012, the company succeeded in reducing its water consumption in comparison with the previous year.



13. Contributing to environment conservation and preservation through our products and services

Environmental Mission

In 2011, Bridgestone Corporation in Japan improved its environmental mission at a global level. The new mission states the company's long-term environmental aspirations and the ways in which all aspects of our business must contribute to conserving the environment for current and future generations.

Three objectives were defined to accomplish our environmental mission:

1. To work in harmony with nature
2. To value natural resources.
3. To reduce CO₂ emissions.

In the following paragraph, we deal with the company's environmental performance according to these three objectives, making emphasis on the tire production process in the Cuernavaca plant and the tire-retread processes in the Leon Plant.



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

In 2012, our tire renewal plant in Leon reduced 2% its electricity consumption and the Cuernavaca plant included solar power use.

Energy

The optimization of the use of energy depends on the operational efficiency in the production and distribution.

For this reason, the company is making significant investments for the reduced electrical consumption; that materialize in various initiatives to reduce, replace and innovate both manufacturing plants.

CO₂

As part of efforts to reduce the energy consumption in production processes, it has been carried out a monitoring and a diagnosis of energy consumption and emissions generated. The tire manufacturing plant and tire-retread plant are certified to the ISO 14001 standard defined by the International Organization for Standardization.

Reuse

In both plants, we have recycled 90% of the materials used in the production processes.

Biodiversity

Bridgestone Mexico has several initiatives for the protection and recovery of habitats considered relevant for biodiversity conservation.

The main focus is on its tire manufacturing plant in Cuernavaca, with approximately 150 thousand m² protected; extension that represents 40% of total land in the plant. In this ecological reserve

known as "selva baja caducifolia, there are various endemic tree and various species.

Eco-sustainable Service Center

In 2012, Bridgestone Mexico in alliance with its distributor Llantas y Servicios ARCA opened a Bridgestone Store service and distribution center, located in Cuatitlán Izcalli, in the State of Mexico. Bridgestone Store is a premium store concept for tire and automotive services offering a high value and environmental care experience.

Bridgestone Store presents innovative environmental advantages such as a 10,000 lt. rain water collection tank, photo voltaic cells generating 14 kw/hr (70% of the necessary energy for the store's operation), and energy-saving in a led-based lightening system.



Eco-Sustainable Service Center

The Eco-Sustainable Service Center has in place photovoltaic cells rendering 70% of the power required for the store's operation.

One Team, One Planet.

14. Supporting environmental conservation and preservation throughout our supply chain process

Bridgestone works with a production chain that goes from multinational companies to medium-sized and small suppliers that provide raw materials, replacements, capital assets and services.

The company requires from all its suppliers, valuable services that are fundamental for its business. During 2011 and 2012, one of the highlighted initiatives regarding environmental care in its productive chain, it was the installation of air-tanks to replace underground tanks for some raw materials storage. Because air tanks have an excellent containing system, it was possible to eliminate all probabilities of pollution due to wearing, breaking, or spilling. Another notable

Over 12,000 drivers have been benefitted from our endeavors to promote “greener” behavior before driving.



MAKE CARS GREEN

Check the ten (10) Make Cars Green tips at:

http://www.makecarsgreen.com/documents/mcg_leaflet_latin-america_fia.pdf

action during this year was the replacement of synthetic rubbers containing aromatic oils with synthetic rubbers containing harmon oils, to reduce tire-related environmental pollution.

15. Taking part in environmental conservation and preservation through social activities.

In 2010, in the context of the World Environment Day, Bridgestone Mexico launched the “Make Cars Green” campaign; an initiative seeking to reduce the damaging effect of automotive vehicles on our planet by means of spreading of ten advices about how drivers can play an active role in their cars’ use and promote a more sustainable mobility.

Make Cars Green seeks to:

- Help reduce the environmental impact caused by vehicles.
- Create awareness by providing motorists with advices on how to be “greener” before turning their vehicles on.
- Check tire pressure and general state of the vehicle in order to give proper recommendations.



CSR through the Social Perspective

Employees

16. Carrying out ongoing improvement to occupational satisfaction and competence development

The human factor is the most valuable resource for Bridgestone, and it is also the key to continue to grow. It represents the means for the company to help society through its corporate mission. This is why Bridgestone takes on the responsibility to create jobs and contribute to the economy of every country in which it operates. Just in Mexico, payroll in 2011 included 1,383 associates, and this number went up to 1,406 in 2012.

Training

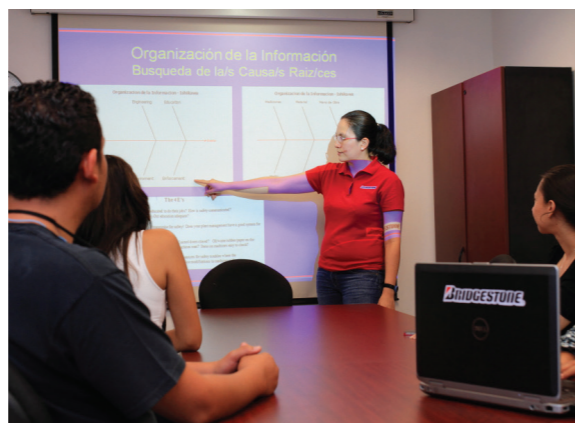
Over 1,700 people received training. This represents over 108,000 training hours.

Professional development

The company also provides various training programs so that every associate can identify the opportunity areas they should work in. Individual development plans are also implemented by means of coaching and effective feedback processes that help them define the actions they need to take to reach their goals. In 2012, 100% of our managers received training on feedback and training subjects, so that program can be replicated to their subordinates.

Over 1,700 people received training. This represents over 108,000 training hours.

17. Carrying out ongoing improvement regarding the associates' occupation health and safety.



In accordance with Bridgestone Americas, Bridgestone Mexico provides a safe and healthy working environment for its associates. Safety is a value promoted by the company among all associates and permanent associates in compliance with the applicable laws for working places.

During 2012 a safety awareness campaign was issued by means of various manuals explaining correct safety equipment usage as well as power sources blocking, among others.

New health and safety mission

During the last three months of 2012, diverse analysis and studies were performed at Bridgestone Japan on the causes of the last accident events that took place within the corporation, including accidents involving contractors. The results enabled the identification of opportunity areas and the establishment of a new mission regarding safety.

The mission establishes 0 serious accidents as a goal, and four important safety activities were determined to achieve this purpose:

1. Order and cleanliness: one place for everything and throwing away the things that are no longer useful.
2. Risk identification: training people to identify risks with anticipation.
3. Risk analysis: by means of established metrics, identifying risk likely areas in man-machine interaction.
4. Keeping to the rules: meet the disciplinary rules and security standards.

The plan for the years to come is to spread the new safety policy along with the various actions implemented during 2013, to achieve the 0 accidents goal and continue to promote the culture of first safety always.



Safety Mission Statement

Safety First, Always

At Bridgestone, we make safety a business value. Creating a safe working place for all is everyone's responsibility.



We aim with pride to achieve perfect safety.

Safety First, Always includes the prevention of all work related incidents including disasters, industrial hygiene and traffic accidents.



18. Respecting diversity and equal opportunity

In Bridgestone Mexico, we follow the guidelines established by Bridgestone Americas, in which each labor decision, as well as professional development, is recognized as personal merits; regardless of race, religion, gender, mental or physical disability, sexual orientation, nationality, and age. Each partner has different views, experiences and lifestyles that are respected at all times.

Since 2011, several initiatives have been implemented to enable women to occupy strategic positions in our company. In 2011, female participation increased to 14%; by 2012, that percentage had increased to 22%.

Diversity is a source of strengths for Bridgestone Mexico.

The position of the corporation is to promote, defend and ensure compliance with human rights.

19. Showing respect for essential Human Rights, including children's rights and forced labor rejection.

In all its corporate activities, Bridgestone Mexico forbids any act affecting individual dignity or reflecting discrimination due to race, ethnical origin, nationality, gender, age, language, religion believes social position, disability or any other related factor.

20. Supporting and developing social activities contributing to the construction of a solid, sustainable community.

As a company that is part of the automotive industry, Bridgestone provides drivers with several preventive measures that reduce their exposition to road accidents and road risk situations.

Think Before You Drive

Bridgestone is the leader in roads safety campaign implementation.

Based on its Think Before You Drive program, it has developed awareness activities by providing simple tips that contribute to a safe driving.

Don Dummy, a safety expert, is a crash-dummy who regularly experiences collision simulations in the vehicle factories to identify the type of accidents a person can have. This campaign goes around different cities in the country in order to provide information that helps people to:

- Remember actions that take a few seconds and could save lives.
- Identify main risk factors that can cause serious or fatal accidents.

A space has been assigned in different universities and car-wash centers to offer free air pressure and tire-wear check-ups. Drivers are informed about the state of the vehicle tires using different colored cards according to their level: green for good, yellow for regular and red for risky.

Scholars contest: Think Before You Drive

In order to promote roads safety and safe driving among scholars, an interuniversity contest through "Think Before You Drive" has been taking place since 2009.

"Think Before You Drive" is a program focused on activities of sensibilization and awareness, through simple messages that would contribute to improving driving culture in the country.



Contest is aimed to give acknowledge and award the students creativity and effort under three categories: poster, radio spot and TV spot.

With this initiative Bridgestone contributes to creating greater awareness among young people on the importance of following a safety routine before starting their cars and it also promotes their talent, potential, and academic goals.

Along with other brands, Bridgestone has provided fabulous awards to thank and acknowledge young people's efforts. Among other things, winners have received trips to national beaches, electronic equipment and educational courses that enrich their academic studies.

During 2011 and 2012, 1,163 projects were received; 23% more that 2009 and 2010 editions. The winning ads for the 2012 contest can be seen on website: www.piensaantesdeconducir.com.mx/

Think Before You Drive Kids

Think Before You Drive Kids is another program launched by Bridgestone Mexico in order to promote roads safety among the little ones, thus contributing to shape the future. The campaign reaches public and private primary schools throughout Mexico City, and visiting various states such as Queretaro, Puebla, Morelos and Leon, among others.

Children are informed about the appropriate behavior to observe while travelling on board a vehicle and learned the safety rules, which are shown based on an entertaining and interactive activities which are called "Crazy Catapult", "The Balloons family", "Don't get distracted" and "Tires that save lives".

- 120 school shows providing roads safety-related information in 2011 and 2012.
- 120 public and private schools have been benefited from the program.
- Impact on 115,179 children in 2011 and 2012.



“Think Before You Drive Kids” seeks to spread a safety culture among children thus taking care of future generations.



Scholars winners 2012

Think before You Drive during Easter Holidays

Bridgestone Mexico's Easter Roads Safety Program focuses on giving practical advice on roads safety to motorist during holidays, and in some cases it provides free tire pressure check-ups.

During 2011 and 2012, the program tripled efforts to impact 6 million people driving on four main highways to reach touristic destinations from Mexico City, Cuernavaca, Toluca and Querétaro.

Society and Community

21. Promoting and supporting employee voluntary participation in social activities

Corporate Volunteer

At the end of 2012, the company organized a corporate volunteer activity along with the Save the Children Mexico Foundation.

This activity took place at the Child Development Local Center Mezicatzin, where Bridgestone employees and members of that community shared the experience of telling traditional Christmas stories to the children and enjoy

The Scholars Contest promotes roads safety among teens. In 2011 and 2012, there were received 1,163 projects.

drawing and handcraft activities. At the end of the activity, toys were given to the children, while the community received food baskets and in-kind contribution to improve their facilities, where educational and aiding services are currently being provided.

This activity complements the company's performance. It provides satisfaction to volunteers and it promotes contributions to the community's development.

- 33 volunteers.
- 6 hours of voluntary work.
- 76 children and 133 parents in the community were benefited by the activity.

Supporting children

Social actions have also been carried out at Bandag Mexico. Another activity was the PET recycling bottles campaign, which objective was to sell the plastic bottles and donate earnings to the orphan house "San Antonio".

Bandag Mexico opened doors to allow employees and their children to celebrate "Children's Day"



inviting kids of the orphan house and other children from poor communities.

22. Contributing to promoting a safe society

Alliances in roads safety

The company has established alliances with several national and international car clubs and organizations. Together Bridgestone and its allies design programs aimed at roads safety and accident prevention.

Some of the organizations that Bridgestone Mexico contributes with are:

- Mexican Automobile Club (FIA)
- National Center for Accident Prevention (CONAPRA)
- Mexican Roads Safety Initiative (IMESEVI)
- Pan American Health Organization and World Health Organization

The corporate volunteer program benefited over 70 children in the Mezicatzin Children Development Community Center



Decade for Roads Safety (2010-2020)

In Mexico, road accidents are the first cause of death among the 5 to 29 old-years population, and it is the second cause of orphanage. According to the national Center for Accident Prevention (CENAPRA), over 24,000 deaths are related to transit accidents, 16,852 of which are due to road accidents. In 75% of the car accidents in Mexico City, passengers were not using their safety belts.

In this context, Bridgestone Mexico, in support of the Mexican Road Safety Initiative (IMESEVI), the National Center for Accident Prevention (CENAPRA), the Pan American Health Organization, the state governments, and the civil society, back up the campaign “Decade of

Actions for Roads Security”, which seeks to create awareness on roads safety among motorists, particularly among young people.

In contribution, Bridgestone promotes Think Before You Drive campaign, which is focused in four simple advices that can save lives: always using the car seat belt, always use children safety seats, always adjust the headrest and always check the tires.



About this Report

This report has been developed in compliance with the 22 Social Responsibility Guidelines established by Bridgestone Corporation in Japan, and according to the standards in “Sustainability Reporting Guidelines” version 3.1 by the Global Reporting Initiative (GRI) (www.globalreporting.org) with self-declared Application B Level.

This second report provides detailed information on the activities developed by our employees and is aimed at groups of interest regarding the most relevant Sustainability and Social Responsibility topics at Bridgestone Mexico. It comprehends all actions performed in the corporate headquarters in Mexico City and its tire manufacturing facility located in Cuernavaca city, Morelos State, as well as the activities of Bandag Mexico, manufacturing plant for tire-retread products located in the city of Leon, Guanajuato State.

The information provided in this report has been validated by the areas in charge. The measuring techniques correspond to those established by the Global Reporting Initiative (GRI) and by Bridgestone Mexico’s own methodologies.

To review full report visit:
<http://www.informebridgestone.com/>

We would like to invite you in sharing your opinion and comments about this report, as well as on our performance regarding Sustainability and Social Responsibility. Please contact the Corporate Relations and Social Responsibility Department at phone +55-56266673 or via email Bridgestone_Mexico@la-bridgestone.com

Bridgestone Mexico continually strives to innovate and develop products and services that consolidate our leading position in the industry, faithful to its mission to serve society with superior quality, and play an active role in local communities.

Supporting people, supporting the future.





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2012