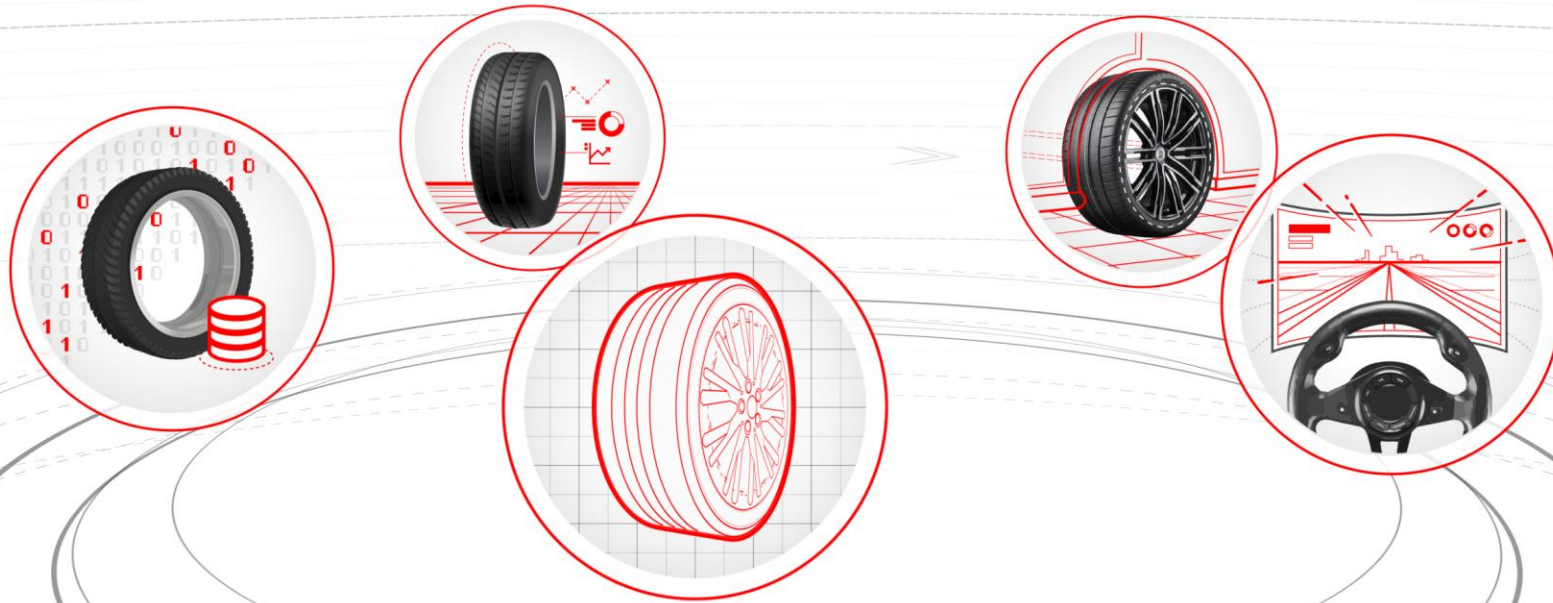


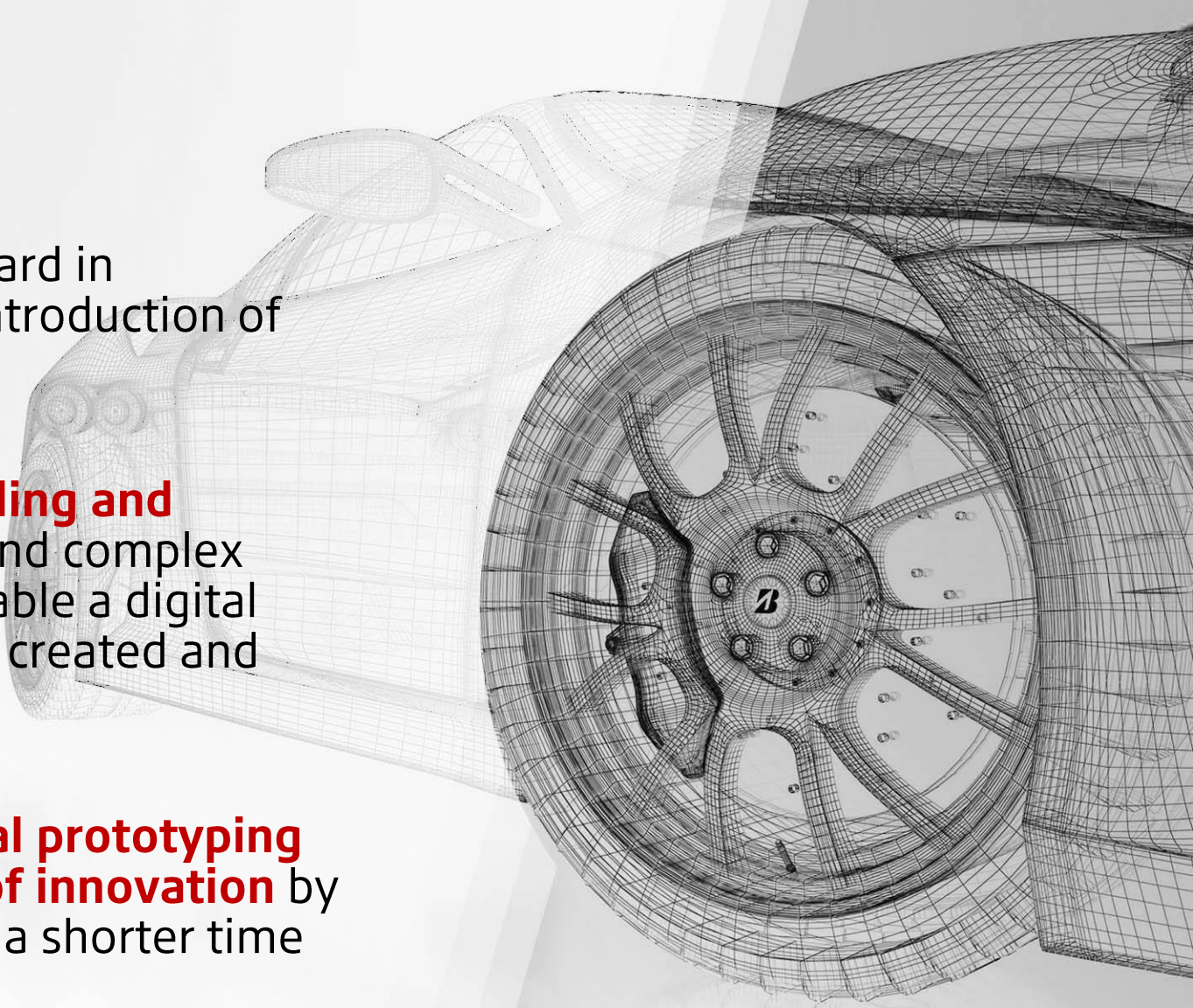
Bridgestone Virtual Tire Development

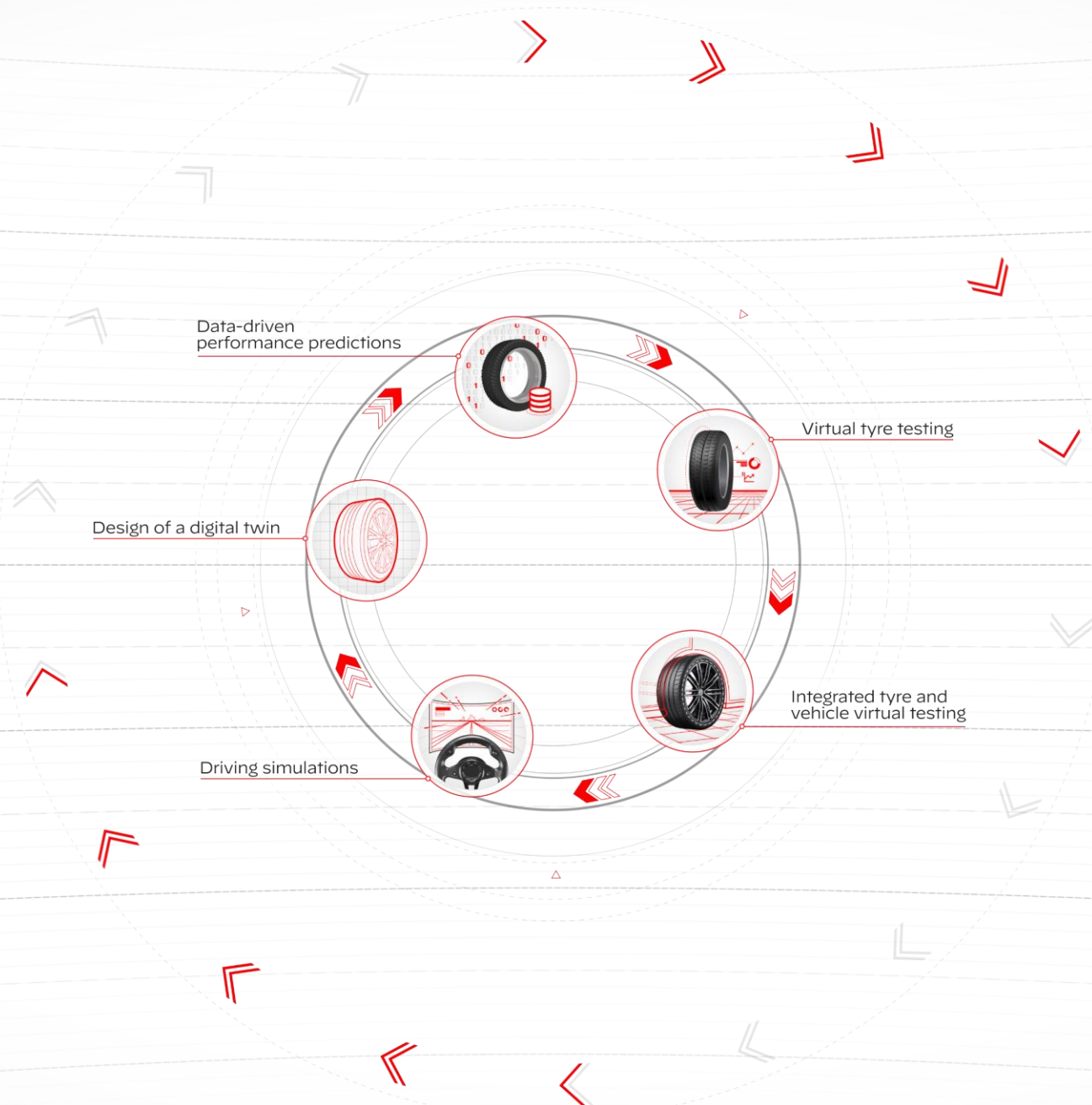


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BRIDGESTONE
Solutions for your journey

- 
- Bridgestone has taken a huge step forward in **sustainability** and **efficiency** with the introduction of **Virtual Tire Development** (VTD)
 - VTD is a ground-breaking **Virtual Modelling and Simulation** framework, using detailed and complex **digital tyre models, data and AI**, to enable a digital version of an in-development tyre to be created and tested virtually
 - VTD allows to **reduce extensive physical prototyping and testing** and **push the boundaries of innovation** by exploring many more design variants in a shorter time



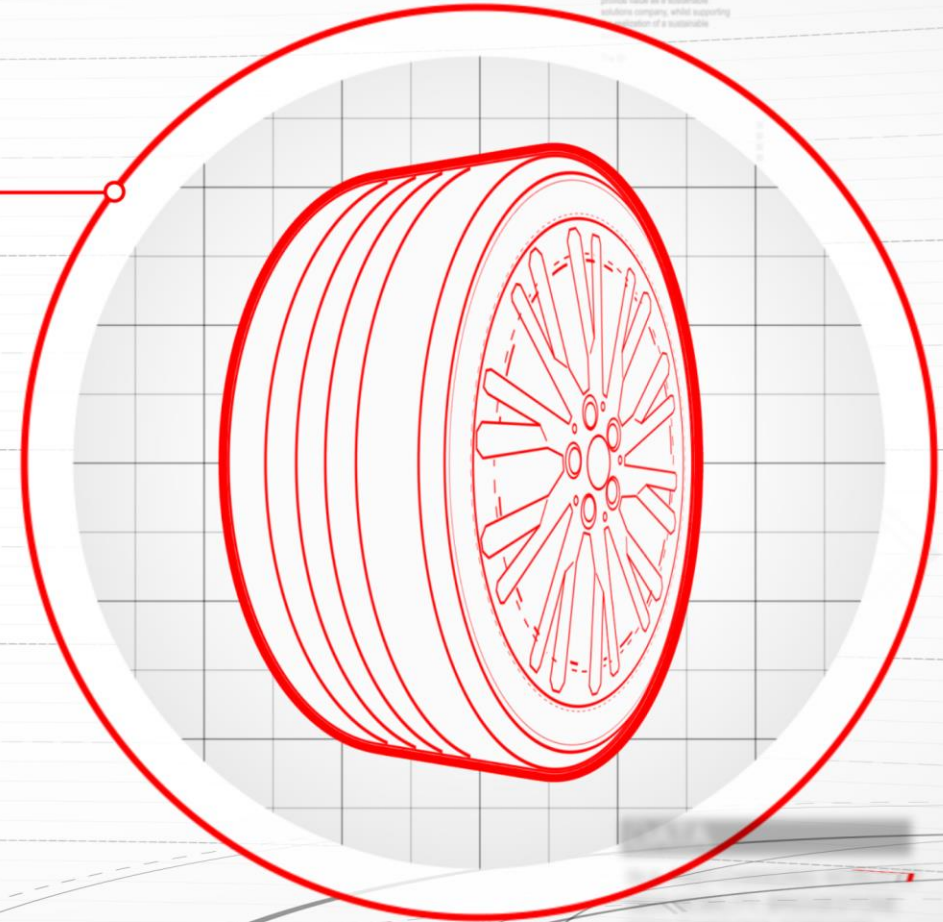
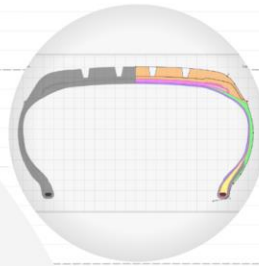
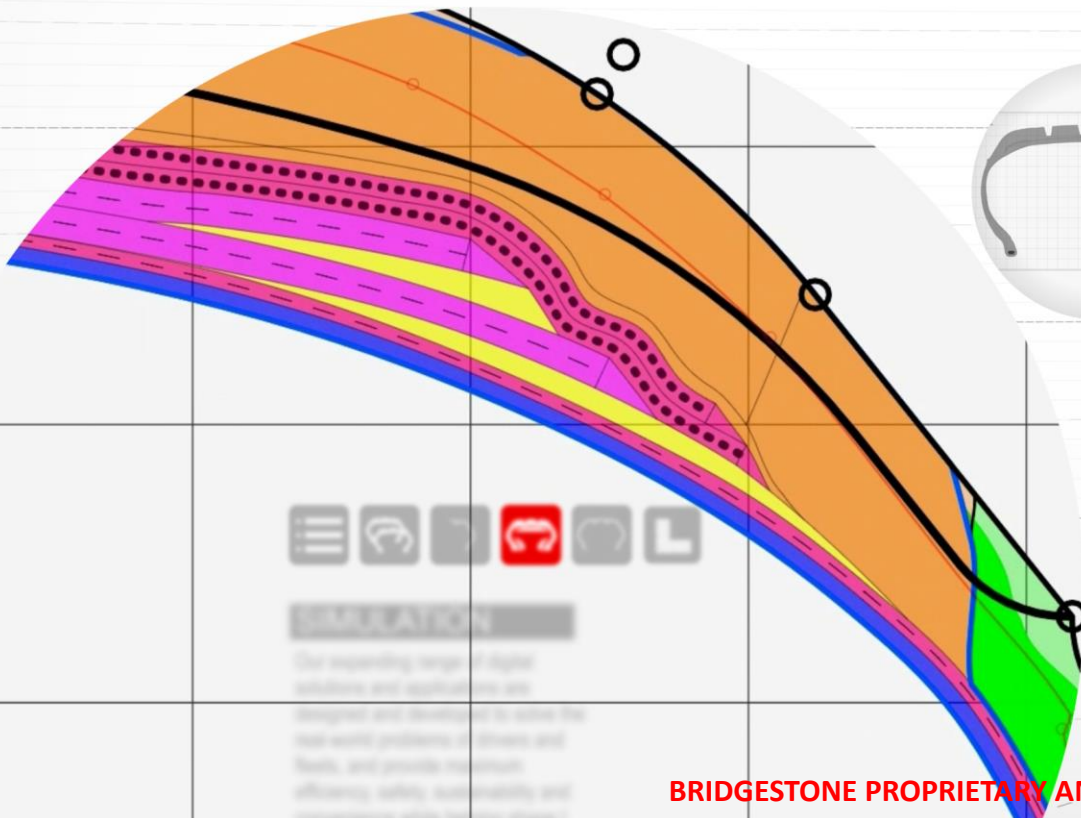
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Design and optimize tyre shape and construction in a fully virtual environment

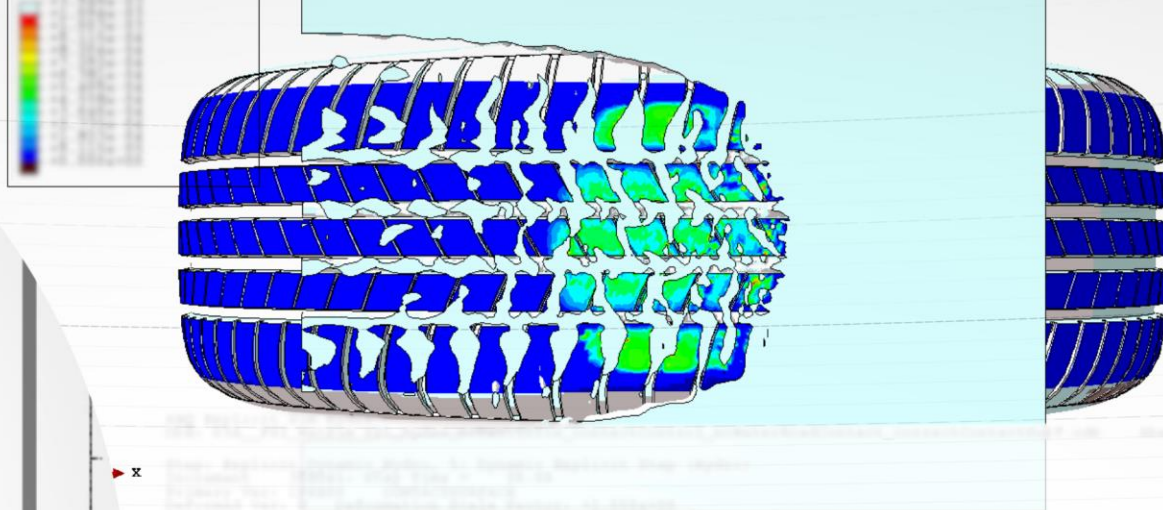
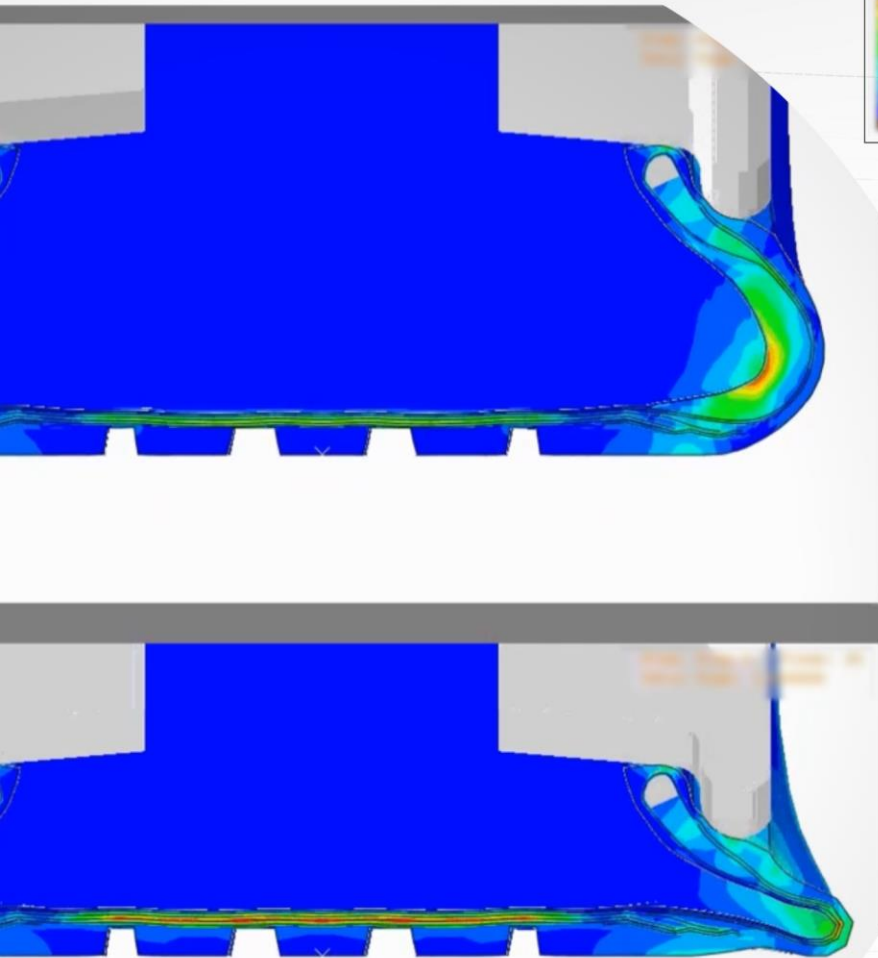
Design of a digital twin



VISION
THE BRIDGESTONE EA
COMMITMENT - OUR
CORPORATE COMMITMENT TO A
SUSTAINABLE FUTURE.
Bridgestone's vision is to continue to
provide value as a sustainable
solutions company, whilst supporting
the realization of a sustainable
future.

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VISION
THE BRIDGESTONE ESG
COMMITMENT - OUR
CORPORATE COMMITMENT TO A
SUSTAINABLE FUTURE

Bridgestone's vision is to continue to
provide value as a sustainable
business company, while supporting
the realization of a sustainable
society.

The Bridgestone ESG Commitment is
our broad, global corporate
commitment that clearly defines the
values we are promising to deliver to
our customers and future
generations.

Virtual tyre testing

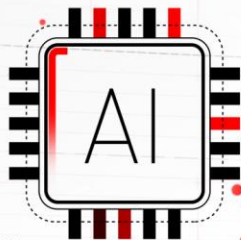


- Replicate indoor test-rigs to evaluate tyre performance

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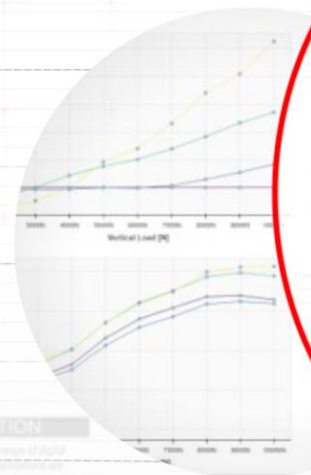
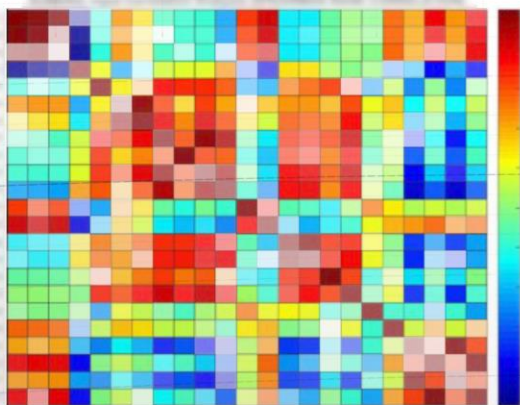
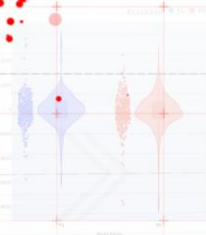
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Predict tyre performance using data and Artificial Intelligence



MAPE: 2.53%
APE@95th: 7.37%
Accuracy: 96.89%

Data-driven performance predictions



SIMULATION

Our expanding range of digital simulation tools are designed and developed to solve the real-world problems of drivers and fleets, and provide maximum efficiency, safety, sustainability and convenience while helping shape the future of mobility.

Collaboration is our strength. From the everyday drivers we engage with through our partner testing sites, network, and global Original Equipment Manufacturers, we're gaining new insights.

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SIMULATION

Our expanding range of digital solutions and applications are designed and developed to solve the real-world problems of drivers and fleets, and provide maximum efficiency, safety, sustainability and convenience while helping shape the future of mobility.

Collaboration is our strength. From the everyday drivers we engage with through our market-leading retail network, and global digital ecosystem, we work closely with our partners, such as Microsoft, to develop solutions that will shape the future of mobility.

SIMULATION

Our expanding range of digital solutions and applications are designed and developed to solve the real-world problems of drivers and fleets, and provide maximum efficiency, safety, sustainability and convenience while helping shape the future of mobility.

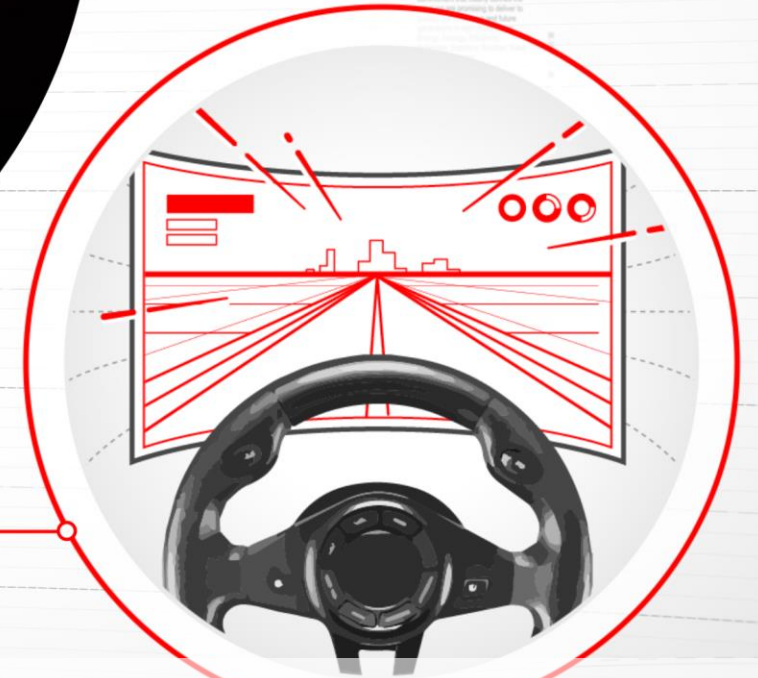
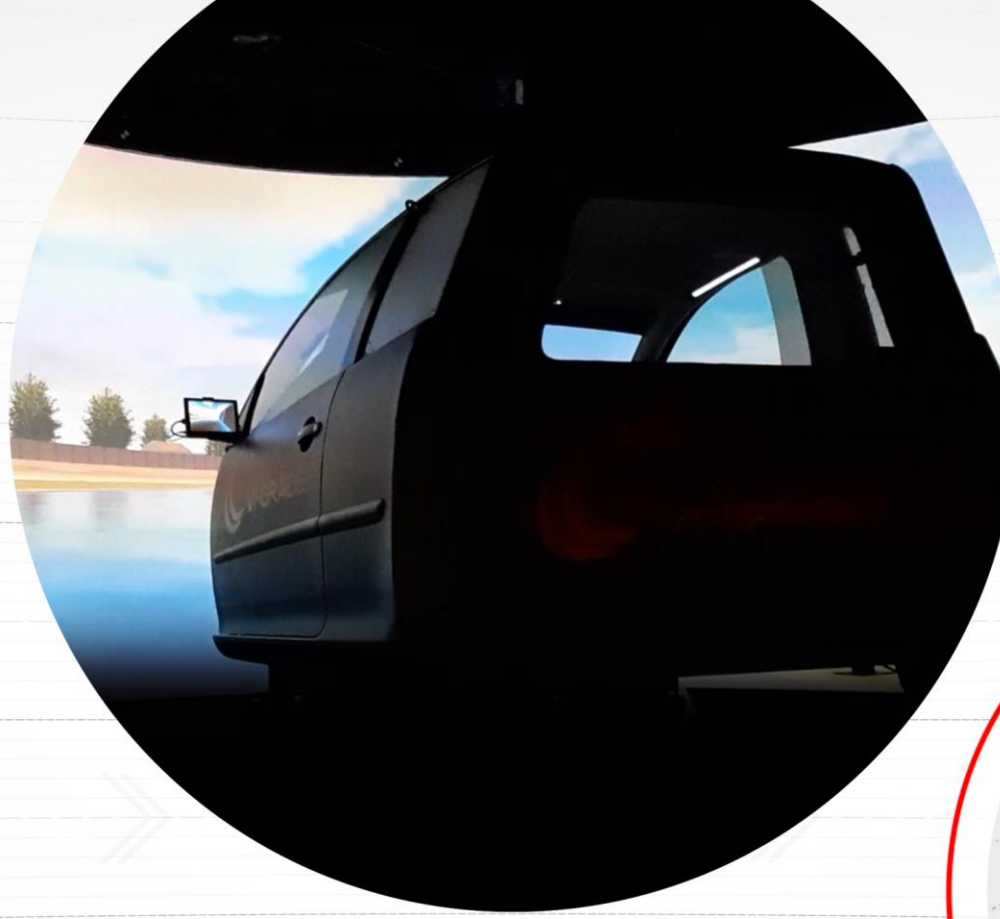
DATE 2022

VISION

The Bridgestone SD Conceptual - Our Conceptual Commitment to a Sustainable Future.

Bridgestone's vision is to continue to provide value as a sustainable solution company, while supporting the realization of a sustainable society.

The Bridgestone SD Conceptual is a sustainable solution company, while supporting the realization of a sustainable society.



Driving simulations



- Involve a human professional driver in the virtual loop with Driving Simulator (DiL approach)

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■ A State-of-the-Art Dynamic Driving Simulator is being installed at TCE



Expected to be fully **operative** by
the **end of 2025**

Driving simulations



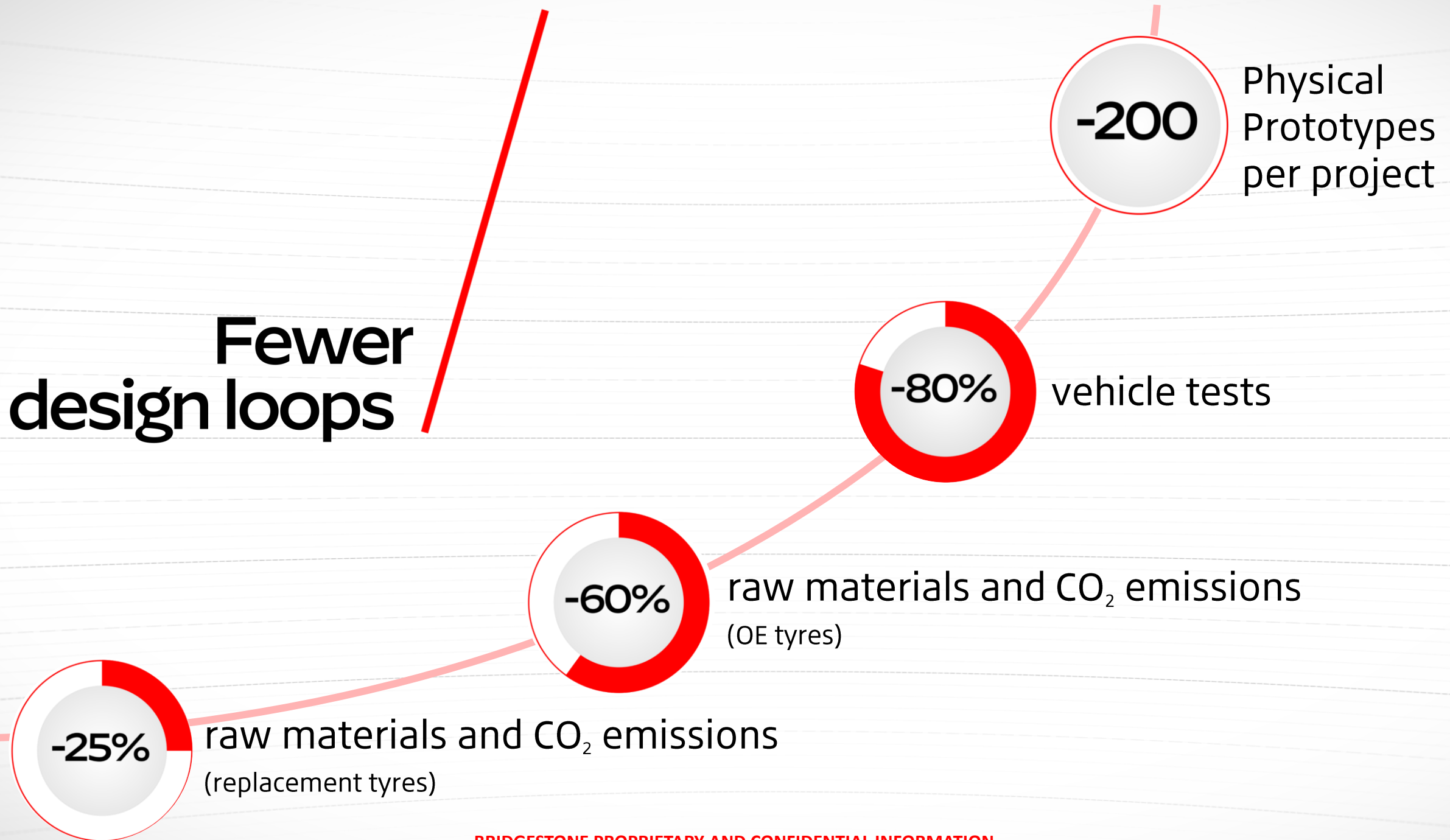
The investment **strengthens development** of premium
Original Equipment (**OE**) and replacement products (**REP**)

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Fewer design loops



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