

**BRIDGESTONE**

# DE&I ANNUAL REPORT







*At Bridgestone Americas, two of the hallmarks of our culture are our caring and genuine people. We care deeply about our teammates, and first and foremost that means we put every teammate's Safety First, Always. That is why you will see our teammates wearing masks in many of the group photos in this report, because they were taken at a time when we required masks in our offices for the safety of our teammates.*

*They also reflect our genuine approach. Since this is a 2021 annual report, we are using recent photos of real Bridgestone teammates (hence the masks). We are committed to sustaining this approach in all of our activities, including sharing our Diversity, Equity, and Inclusion journey with genuine transparency in every way, from the teammates pictured to the metrics presented.*



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# A Message from Paolo Ferrari

**In April 2021, after the verdict on George Floyd's murder was announced, I shared some of my thoughts on the topic of Diversity, Equity and Inclusion (DE&I) with Bridgestone Americas teammates. I wrote that we can only thrive at Bridgestone if we build a workplace where diversity is celebrated and every voice is heard. These words still ring true to me today, and they always will.**

Over the past year at Bridgestone, we have placed a focus on our DE&I efforts to ensure we are building a team as diverse as the world we serve, committing resources, forging alliances and creating a place for real change. The simple truth is that diverse and inclusive organizations perform better. When all perspectives are welcome and when all teammates are invited to be authentic, innovation and collaboration thrive. I am confident we can achieve truly amazing things when each one of us brings our whole selves to work.

**This is the genesis of our "Free to Be" movement. Free to Be is just one of many important steps we have taken in our ongoing DE&I journey over the past year.** We are operating with intention by giving DE&I a dedicated home and focus within our organization. We are setting goals, supporting and expanding our Employee Resource Groups (ERGs), and ensuring that our DE&I efforts reach beyond our walls to impact our customers, our communities and society. Our commitment to DE&I will not be fleeting. It is part of our DNA and embedded in our business strategy.

Now marks an important milestone in our company's history, as Bridgestone Americas is publishing its first DE&I Annual Report. While I am proud of what we have accomplished, the report also underscores the important work we still have to do. Transparency is critical on this journey, and we believe an annual DE&I report is a valuable step in communicating the importance of diversity, equity, and inclusion at our company.

**You have my full commitment that we will continue to listen, learn and evolve to make true and lasting change for the better at Bridgestone. I will continue to challenge all of us to accelerate and deepen our commitment to DE&I, and I look forward to seeing the results of our collective efforts reflected in future reports.**



**Paolo Ferrari**  
**President and CEO**  
**Bridgestone Americas**



# GIVING DE&I A HOME

At Bridgestone Americas, we are committed to building a team as diverse as the world we serve. Doing so requires that we have a permanent home for DE&I within our organization where we can learn, grow and make meaningful changes.

## The Roadmap

With the arrival of our CEO, Paolo Ferrari, in 2020, came a newfound focus and energy to integrate DE&I across all aspects of Bridgestone Americas.

We chose three focus areas to anchor our DE&I commitments:



"Once Paolo joined the organization, he challenged us to develop a DE&I strategy and gave us the financial resources to stand it up. Throughout 2020 and 2021, in partnership with the DE&I Steering Committee, we have been able to gain more traction. Communication accelerated in 2021, and we have significantly evolved in the last two years. Now it is time to refine that strategy for the future."

**-Susie Long**

**Vice President, Talent, Engagement,  
Organization and Culture**  
DE&I Steering Committee member



"In the last seven years, we have made a lot of progress in DE&I. When I first joined Bridgestone in 2014, I saw much need for improvement. Joining Bridgestone gave me an opportunity to raise the issues that were important to me and try to make a real difference. I could have a seat at the table as a female leader and talk about HR policies, training, and other cultural aspects."

**-Louise Brock**

**General Counsel, Labor & Employment**  
DE&I Steering Committee member  
BProud Executive Sponsor





# THE FOUNDATION



DE&I is a part of our culture and DNA at Bridgestone. Since our inception, our founder, Shojiro Ishibashi, instilled a belief that what is good for society is good for business. DE&I is a great example. At Bridgestone Americas, our actions are guided by our North Star strategy and framework. The first pillar of our North Star is "Our Foundations," the symbol for which represents a wall in Shojiro Ishibashi's home comprised of bricks in different sizes and colors. This wall, which still stands today, was and is an intentional representation of the value of diversity.

We have work to do to live up to this legacy. To advance this work, we have created a dedicated DE&I office integrated into our HR function and reporting directly to our Chief HR Officer, with strong linkages to our talent and organizational strategies and processes. We have adopted this structure because we believe having a diverse team with diverse capabilities built through developing, promoting, retaining, and recruiting great people is absolutely essential to sustainable success on our North Star journey.

# THE FRAMEWORK

With an integrated Talent and DE&I strategy in place, we moved on to establishing key partners to help us build upon and embed DE&I into our ways of working. Our focus for 2021 was building awareness within our organization that **DE&I is everyone's responsibility and we're on a journey, together, to build a team as diverse as the world we serve.**

These partners are an extension of the DE&I office and lead enterprise initiatives that help our teammates and leaders understand our vision, strategy and steps. Each partner helps to drive education and awareness which in turn drives progress.



Some of the campaigns, events and initiatives we collaborated on with our partners to drive awareness include:

- **Implicit bias training**
- **ERG events**
- **Social and cultural holiday recognitions**
- **Free to Be Week**



*"For me, DE&I is about advancing diversity to make sure, going forward, that we have diversity of thought. Diversity of thought in solving technical problems is critical for us as a company and in our ability to quickly respond to challenges. The DE&I Steering Committee helped me understand how we should go about attracting diverse talent. I volunteered to join to get that information directly so I could bring it back to Manufacturing. It has helped me understand better methodologies to achieve diversity for the future of engineering at both the corporate and plant level. It's also helped improve my management skills, such as understanding my own implicit bias and how to be cognizant of that."*

**-Greg Harris**

**Vice President, Manufacturing Engineering  
DE&I Steering Committee member**

*"We are making a true difference in the lives of people where we live and work. I want to grow this impact because that's what Bridgestone does well. It's nice to write a check, but when you have committed people present, engaging and making a difference, it sends the right message and shows the concern and care that exists at Bridgestone. We're walking the talk."*

**-Kendrick Robinson**

**Sr. ERG and Inclusion Specialist  
DE&I Steering Committee member**





# DE&I COMMITMENTS

Bridgestone's founder, Shojiro Ishibashi, believed that a business that contributes to society will last forever. Bridgestone is constantly evolving and improving to ensure that we do just that. However, it is not enough to simply say that we are on a continuous journey to be better; we must have a distinct plan in place.

That is why we developed distinct priorities and focus areas for our DE&I journey. We have made significant progress over the past year, amidst a global pandemic that forced the DE&I team to drive awareness and education virtually.

## FOCUS AREAS



### Our Workplace

- **Sponsor** one development event per ERG per quarter
- **Increase retention** of diverse teammates
- **Achieve** 85% completion rate for management implicit bias training



### Our Workforce

- **Ensure** a diverse candidate slate for every external management position
- **Increase** women in leadership roles across the U.S., Latin America and Canada
- **Increase** People of Color (POC) representation across our workforce



### Our Marketplace

- **Increase** procurement spend with women and minority-owned businesses
- **Allocate** dollars to the areas that matter the most



**-Ebonee Davis Ifeobu**  
Vice President, DE&I

"We are striving to build a diverse and inclusive workplace that influences what we do inside and outside the walls of Bridgestone - and that work is always evolving. However, our approach, our commitments and our goals have been and will always be about meaningful metrics that drive impactful outcomes. For us, it is both the quantitative and the qualitative metrics that determine the impact."



# U.S. SCORECARD

Despite another year defined by a global pandemic, we proved our resilience, remained agile and solidified our commitment to creating a culture of inclusion at Bridgestone.

"We have chosen to track and report according to our job and compensation structure - Leadership, Management, Professional, Teammate, Sales, and Technical. This is how we will report our data going forward, and it is the most clear, consistent, and transparent method we could choose. As you will see, we have larger gaps and greater opportunities in some areas than others. Those gaps could be hidden in more generic, aggregated reporting, which we believe would do a disservice to our teammates and other stakeholders, and to our company over the long-term. I don't think you will find many companies reporting with this level of specificity. But we believe it is the right thing to do to honor our cultural characteristics and to hold ourselves accountable for progress year in and year out.

As you review the numbers in this report, you will see that, like virtually all companies (unfortunately), we have significant room for improvement in many areas. We have made real progress over the last few years, but a great deal more is needed, and we are not exempt from the challenges of our industries and society as a whole. We see women leaving the workforce and people of color being disproportionately impacted by societal and economic concerns. We are rallying around these areas of concern and are committed to building an even better place to work for all of our teammates."

**-Jason Fisher**

Chief Human Resources Officer



Women in leadership roles increased by 3%

Partnered with organizations like the Society of Women Engineers (SWE), Women in Technology of Tennessee (WITT), and the National Society of Black Engineers (NSBE) to improve our recruiting efforts

33% diversity in our Bridgestone Americas Board of Directors

## Underrepresented Groups (URG)

	Total	URG: Race	URG: Women	URG: Women of color	Asian	Black	Hispanic /Latino	Two or more races	American /Native Indian	Pacific Islander /Hawaiian
<b>Leadership</b>	152	9.9%	21.1%	3.3%	3.3%	3.9%	2.0%	0.7%	-	-
<b>Management</b>	1,017	16.2%	29.7%	5.0%	5.9%	5.6%	3.0%	1.4%	0.3%	-
<b>Professional</b>	1,825	20.2%	33.2%	6.6%	2.2%	12.8%	3.3%	1.4%	0.3%	0.2%
<b>Teammate</b>	26,965	33.4%	10.8%	4.7%	3.0%	19.3%	7.5%	2.1%	1.1%	0.4%
<b>Sales</b>	2,744	17.7%	6.0%	1.2%	0.02%	7.7%	5.4%	1.6%	0.7%	0.4%
<b>Technical</b>	1,130	16.0%	10.4%	2.1%	7.6%	5.0%	3.2%	0.8%	0.2%	0.1%

## Recruiting External Hires\*

**People of Color** 46.7% **Veterans** 7.1% **Women** 12.6%

\*Included both hourly and salaried positions in the USA

All numbers as of December 1, 2021. These numbers differ from our Sustainability Annual Report due to the varying global definitions of diversity and job levels.

"I believe the best is still yet to come for Bridgestone. Accelerating our representation efforts will help drive innovation and enhance overall operating performance. With a clear vision and strategy for diversity, and through superb execution, we will enhance the outcomes for all our stakeholders."

**-Bill Harvey**

Bridgestone Americas Board of Directors





# LATIN AMERICA SCORECARD

"These last two years have been challenging for the world, and we are very proud of our people who have demonstrated their resilience and trust in this turbulent context, as well as our caring leadership team that has guided us through it. In Bridgestone Latin America we are very excited to continue building our culture of diversity, equity and inclusion. The journey we are leading is a key pillar for our teammates to thrive, impacting our business as a result. We are convinced that our teammates and leaders are constantly helping, within their actions, ideas and commitment to a stronger and more diverse Bridgestone."



**-Charlie Rule**

**President, Bridgestone Latin America  
B~UNIDOS Executive Sponsor**

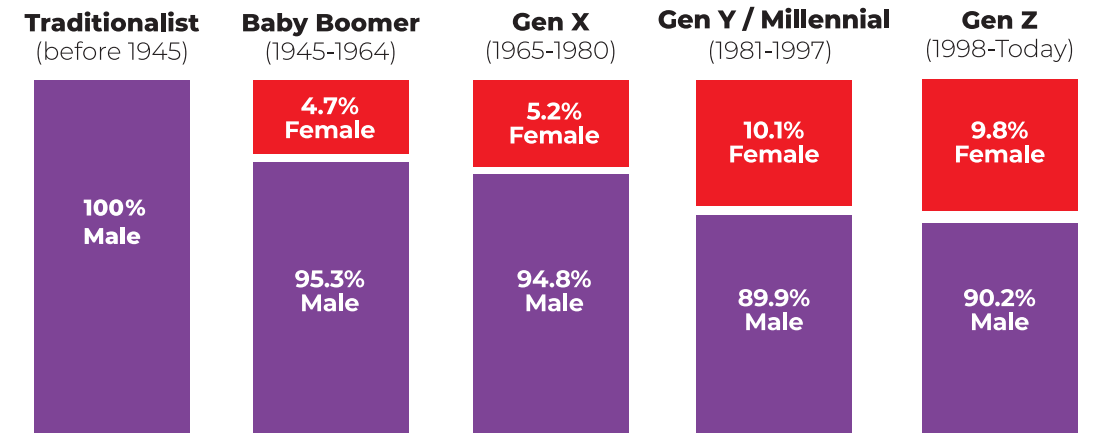
"In Latin America, we are building a regional team that reflects the world we serve. Our teammates come from different countries and cultural backgrounds, and we are proud of our rich heritages. In 2020, inspired by the journey initiated in Bridgestone Americas, we launched in our region two Employee Resource Groups, BWIN and BProud! That gives us the opportunity to help our business thrive by bringing unique voices to the forefront. They help us grow as a team by creating spaces to share our true selves, promoting the diversity and inclusion in our workplaces and our communities. Together, we continue building a Bridgestone with opportunities for all."



**-Lucila Del Grande**

**HR Director, Bridgestone Latin America  
DE&I Steering Committee member**

	Female	Male	Total	% Female	% Male
<b>Leadership</b>	8	23	31	25.8%	74.2%
<b>Management</b>	52	151	203	25.6%	74.4%
<b>Non-management</b>	650	1,407	2,057	31.6%	68.4%
<b>Frontline</b>	95	6,982	7,077	1.3%	98.7%
<b>Total</b>	<b>805</b>	<b>8,563</b>	<b>9,368</b>	<b>8.6%</b>	<b>91.4%</b>



All numbers as of December 1, 2021. These numbers differ from our Sustainability Annual Report due to the varying global definitions of diversity and job levels.

"For me, Free to Be at Bridgestone allows me to fully live out my convictions without being singled out."  
**Paula González, SSC**

"To be accepted as I am and to know that everyone in the world faces challenges, opportunities and can obtain the same recognition, based on solid global values."  
**Ricardo Durval, BS Brazil**



# EMPLOYEE RESOURCE GROUPS

For years, Bridgestone had what was known as Affinity Groups that brought together individuals who either were affiliated with military service or were women looking to build a network within the company.

In 2018, when the first of Bridgestone's DE&I team was brought in, affinity groups were rebranded as Employee Resource Groups, or ERGs, to drive buy-in from senior leadership and create resources for all employees. ERGs bring together teammates and allies based on shared characteristics, life experiences, and interests, fostering a sense of community and inclusion.

**ERGs are critical in helping the company see and value employee differences. They are a means through which we learn more about one another and celebrate our unique qualities.** Today, there are six ERGs. Each has the autonomy to define its purpose and programming, including community outreach and volunteering, mentoring and development opportunities, and internal and external networking. All operate like business units, with their own mission, vision, values and board. More importantly, every ERG leader and member is a volunteer. Their participation is driven by passion for the cause.

**Here is how Bridgestone's ERG network has helped shape a space where everyone is Free to Be.**

*"I find these spaces useful and necessary to understand that diversity and inclusion must be fully experienced both outside and within organizations. I am very happy to be part of an initiative that seeks to contribute to the well-being of employees beyond their professional development, promoting that employees feel Free to Be."*



**-Rocío Conde**  
Digital Marketing, Media and Analytics, Latin America  
BProud Member

## T I M E L I N E



**Bridgestone Women's Initiative Network (BWIN)** works to position women to thrive and lead at Bridgestone by attracting, retaining, and developing female employees. BWIN inspires the whole organization with their work to promote diversity and gender equity in the workplace. BWIN is the oldest and largest ERG, and in addition to our home office in Nashville, it has chapters in Akron, Ohio; Latin America; and within Bridgestone Retail Operations (BSRO).



**“** With BWIN, I instantly felt like there were more women like me at Bridgestone. When I joined the company, I only knew my team. At the first BWIN event I attended I was like, 'There are so many people I have access to' I was new to Nashville and through BWIN, so many people shared their experiences with me and helped me assimilate both in Nashville and at Bridgestone.”

**-Taz Kalolwala**  
Executive Director, Internal Audit  
BWIN Executive Committee



**The Bridgestone Americas Veterans Organization (BRAVO)** invites Bridgestone teammates — both veterans and non-veterans — to connect with others from across the organization who have answered the call to serve or have supported friends and family members who did. Events have included building care packages to support service units deployed overseas, assisting with needs at local food banks and providing holiday gifts for A Soldier's Child to support children of fallen military personnel.



**“** I am very proud of the work that BRAVO does for our community service opportunities. I am not a Veteran myself, so I think it is great that we give opportunities to teammates to give back to people who gave so much for our country. I have loved getting to work with a group of people that come from many different areas of Bridgestone. These are people that I likely would not have met if it weren't for BRAVO.”

**-Shannon Kennedy**  
Commodity Manager, Capital Equipment  
BRAVO Executive Committee



2018



**BNEXTGEN** is focused on the development and advancement of emerging leaders who thrive on doing more than what is expected. It is a place for ambitious individuals who love to give it their all, both in and out of work. Each month, the group hosts networking and volunteer opportunities and builds mentoring circles comprised of like-minded teammates with similar goals.



“ I am passionate about giving back to the community that supports both my family and my work family. **BNEXTGEN** offers opportunities through our community partners as well as partnerships with other ERGs on volunteering opportunities that allow me to easily get involved and give back. Serving on the board, first as the Networking co-chair and now as the sitting President have had lasting impacts on who I am as a person and the leader I will become in the future.”

**-Derryl Collett**

Senior Sales Business Performance Analyst  
BNEXTGEN Board Member and BProud Board Treasurer

2019



**BBOLD** is focused on cultivating an empowered community of Black/African American teammates and allies. BBOLD's mission is to shape the company's ability to attract, retain, and develop the best talent while encouraging diversity and inclusion throughout the organization.



“ Ultimately, we want to increase representation of African Americans at Bridgestone and ensure the Bridgestone culture is one where all talent feels valued for their contributions. And to do that, we are challenged to partner more with Talent Acquisition to create visibility to BBOLD members to aid in recruiting efforts as well as to develop and showcase talent within the company for retention and career advancement.”

**-LaTres Jarrett**

Director, Commercial Original Equipment Sales  
BBOLD Executive Board

2019



**BProud** helps lead culture change at Bridgestone by empowering teammate engagement in the workplace and providing a platform for LGBTQ+ and ally teammates that embodies the principles of equality, diversity and inclusion. BProud is heavily involved in the Nashville Pride Parade and Festival, where Bridgestone has been the presenting sponsor for many years. BProud has a chapter in Akron, Ohio, as well as a newly formed chapter in Latin America that includes members from Chile, Argentina, Brazil, Costa Rica, and Mexico.



“ Being involved in BProud has helped me network and evolve skills I don't get to use in my daily responsibilities. I've received calls from people I've never met who say, 'I'm not out to my family/coworkers. I love to see that the company is supporting us.' Those messages are big.”

**-John Sylvina**

Project Manager, Northeast  
BProud Board President

2020



**B~UNIDOS** is committed to making Bridgestone an inclusive and diverse environment for current and future Hispanic, Latinx, and ally Teammates while creating a positive impact and promoting growth within our community.



“ ERGs at Bridgestone have helped create a diverse workplace that nurtures an environment of engagement and respect among team members. ERGs create open, inclusive environments and make everyone feel involved. B~UNIDOS creates a comfort zone for me where I can bond with other members that embrace my culture and background.”

**-Mayra Torres**

Senior Analyst, Southern Border Operations  
B~UNIDOS Board member



2021

**BProud expands to Akron, Ohio and Latin America**

**BWIN expands to Latin America**



# COMMUNITIES & CUSTOMERS

While we work to ensure our organization reflects the communities we serve, we must also support those communities financially and culturally. We strive to enrich the places in which we live, work and play—for everyone. Across BSAM, countless communities are home to our offices, plants, sales facilities, and retail locations, and we have an enormous opportunity to make an impact.

## SUPPLIER DIVERSITY

One way of accomplishing this goal is by working with suppliers who reflect the diversity we seek. We have concentrated our efforts on collaborating with small and diverse business entities when possible. These are suppliers that are certified as Minority-Owned Business Enterprises or Women-Owned Business Enterprises and registered with the Small Business Administration as a Small Business Certified, Small Disadvantaged Business, Hub-Zone Small Business, Veteran-owned Small Business, or Service-Disabled Veteran-Owned Small Business.

As DE&I has become a more structured effort, Bridgestone's supplier diversity initiative shifted toward more active engagement. **Increasing supplier diversity meant first understanding the data and information we have on who our diverse suppliers are.** Now that we have a better understanding of the diversity of our supplier base and the services and opportunities they provide us, we can connect that information to our customers and elevate our supplier diversity commitment.



“ I feel very proud to focus on our message and break down barriers regarding the female role in our company and in society in general. Our goal is to achieve a real cultural change and leave a legacy for current and future generations.”

**-Ana Karol Duran**

IT Project Manager Officer LAN  
BWIN President Latin America

“ We participated in the Akron Pride Festival & Equity March on August 28. We have participated in Akron Pride since its inception in 2017, but this was our first time as an ERG and our first time participating in the Equity March. This event created so many positive impacts for us including the ability to be together to celebrate diversity that is so dear to us, and visibility in the community as a partner that supports diversity.”

**-Heidi Perry**

Pay and Time Solutions Lead  
BProud ATC Chair

“ Diversity in Bridgestone is a reality. Our challenge with the creation of BProud in Latin America is making visible and giving space to all the people of the LGBTQ+ community, together with our allies. We want to provide safe and inclusive spaces inside and outside our organization. Finding ways for each teammate at Bridgestone to feel free to achieve their greatest potential is our goal! There is a long way to go and a lot of enthusiasm for everything we are building together! ”

**-Pilar Arata**

Procurement Manager LAS  
BProud President Latin America



"We've realized that there are a lot of diverse suppliers that can support us in different ways from our traditional suppliers. We have some really large diverse suppliers that make up a significant amount of our spend, and we do a good job at engaging minority and women-owned businesses. We found that most of our diversity spend is under these two primary classifications by analyzing our data. As for veteran-owned and LGBTQ+ suppliers, we don't have as many in that space, and we are working to improve.

We have several areas of focus and priority, and we continue to engage and collaborate with our customers' supplier diversity teams and national organizations that support diverse businesses. Our diverse suppliers have demonstrated an innovative, unique and flexible approach with the products and services provided, creating a sustainable supply chain for Bridgestone and our supplier partners. We strive to ensure that our diverse supply base represents all diverse classifications that mirrors our teammates, customers and communities we serve."



**-John Cason**  
Executive Director, Procurement  
DE&I Steering Committee member



## Our Commitment to Supplier Diversity

Guided by our global corporate social responsibility commitment, *Our Way to Serve*, Bridgestone Americas is dedicated to shaping a sustainable future for mobility and improving the way people around the world move, live, work and play. Supplier diversity is an integral part of that mission, and we believe in the economic importance of developing, mentoring, and supporting the long-term growth of diverse businesses.

As part of our commitment, we strive to give all suppliers equal opportunities to support Bridgestone with a focus on building strong, sustainable partnerships while generating potential opportunities for business development and localized economic growth. It is our desire to purchase materials, goods and services from diverse suppliers to enhance the efficient performance of our business.

We know that partnering with suppliers who provide innovative ideas in addition to supporting our operations globally will yield significant competitive advantages for our company and supplier partners.

**Our Way to Serve**





## Grassroots Community Involvement

**We exist because of our customers.** So, while we may not have teammates in a specific community, we more than likely have customers there, making it imperative that we find ways to provide support, whether through a donation or by contributing other assets such as lending our Bridgestone-branded monster truck to increase event attendance. We do this by first educating our customers about our initiatives and our true commitment to service, and then partnering with them in an effective way across multiple areas. We can then achieve true diversity in both geography as well as cause.

*"One of the most significant opportunities and abilities that Bridgestone has, especially in the context of customers, is the fact that we have customers in literally every community throughout the country. By definition, that is going to provide tremendous opportunity for serving a diverse set of communities and recipients. We have the ability to leverage the overall scale and power that we have as a global corporation and apply it to people who live in those communities. So, I think it's very important for us to continue to focus on ways that we can partner with our customers for those types of opportunities because it matters to them directly, and by extension, it should matter to us as well."*



**- Jon Stanley**

**Executive Director, B2B & Strategy, Consumer Tire  
United Way Campaign Co-Chair**

## COMMUNITY SUPPORT

Supplier diversity also means working with local community-based suppliers. For example, we work closely with the South Carolina Chamber of Commerce. Bridgestone has two of the world's largest tire plants located in that state. We can support the South Carolina economy by working with local suppliers, which will in turn support our plants, creating that circular economic benefit to local areas. Our procurement team is committed to pursuing more opportunities like this across the country.

As Bridgestone has the resources to contribute financially, many nonprofit and charitable organizations serve as wonderful partners to help us use those dollars to support communities in more impactful ways. **Each year, Bridgestone makes contributions to more than 150 organizations that support our three priority areas of Mobility, People, and Environment.**

To oversee the broader distribution of charitable funds, we created the Bridgestone Americas Trust Fund. Over the past five years, the Trust Fund has donated more than \$12 million to charities across the country, impacting countless lives.

*"We have various ways in which we try to engage and make a difference in the community. Philanthropic support is one. The Akron location gets an allocation of the Trust Fund to spend in the Akron community, and we have a Trust Fund committee here that decides where those dollars go and determine how it aligns with Our Way to Serve strategy. As a major area employer, we also participate in several advisory boards and committees that focus on advancing the community or economic development, such as the Greater Akron Chamber of Commerce."*



**-Nicole Squire**

**Director of Corporate Social Responsibility and Strategic Initiatives  
DE&I Steering Committee member**

Today, the Trust Fund has established DE&I as an important consideration in the grant approval process and has begun tracking contributions to DE&I organizations. **As of July 2021, 14% of Trust Fund giving was for DE&I-related programs, putting us on-track to exceed 2020's numbers.**



Moving forward, if an organization is not DE&I-focused, the Trust Fund will request that the organization link their grant request to a DE&I-related program. Through the Trust Fund as well as other business units, we have supported organizations at the national, regional, and local level that further our DE&I goals, including:

- National Minority Supplier Development Council
- Japan-America Society of Middle Tennessee
- Plexus-Cleveland LGBTQ Chamber of Commerce
- Women's Business Enterprise Council
- First Tee of Greater Akron
- North Augusta Junior Women's League
- Special Olympics
- National Museum of African American Music
- Nashville Pride
- National Hockey League Foundation



**-Brian Cunningham**  
Vice President, Fleet Solutions

*"Hockey is a sport that promotes teamwork and planning. I can't think of a better way to assist those that aren't able to give this sport a try than what Bridgestone did with their financial contribution, funding programming for female and POC youth."*

## Here's a closer look at some of the enduring and impactful partnerships we have:



United Way is an international network of over 1,800 local nonprofit fundraising affiliates. Its mission is to unite the community and mobilize resources so that every child, individual and family thrives.

The organization envisions a community where every person—no matter their background, their circumstances or their zip code—has an equal chance at a bright future. Bridgestone has partnered with United Way for nearly 30 years, and our work with Nashville and Akron/Cleveland affiliates is our primary corporate charitable initiative.

We support the organization through multiple initiatives, including employee giving and volunteer opportunities such as the "Stuff the Bus" event and sorting 10,712 pounds of food through United Way's Second Harvest event. Our annual charitable giving campaign has raised more than \$8.5 million for the organization since 2012, with nearly \$2 million in 2021.

*"From a dollar impact standpoint, any time that you're able to generate the type of donations that exceed \$2 million, the impact is significant, regardless of the community. With Nashville being our home, as well as Akron, this is something we are increasingly focused on. Through United Way, we can touch a diversity of both causes and people."*

**- Jon Stanley**



## Boys and Girls Club of America (BGCA)

Boys and Girls Clubs provide safe places where young people can learn and grow. Its belief is that every kid and teen deserves access to experiences and opportunities that change their lives for the better. In 2019, BGCA served 4.6 million youth, of which 26% were Black and 23% Latino, and 55% male, 45% female, and less than 1% non-binary and transgender.

In 2015, BSRO launched its partnership with BGCA, as the BGCA club footprint closely aligns geographically with the BSRO network. **Our primary initiative with BGCA is the Driving Great Futures program through which Bridgestone donates vans to transport kids to and from the Clubs.** We also provide transportation grants to help Clubs maintain or improve their existing fleet of vehicles, and additional grants have been used for technology enhancements and to address local area needs, such as child homelessness.

For the Driving Great Futures campaign, customers and teammates can donate to support Boys and Girls Clubs at any of the 2,200 BSRO locations nationwide, while BSRO teammates donate their time for van maintenance. From 2015-2020, we raised more than \$15 million.





## BSRO Auto Training Programs

To address the nationwide shortage of automotive technicians and increase opportunities for well-paying automotive jobs for underrepresented and disadvantaged individuals, Bridgestone worked with local partners and education leaders to develop two high school automotive training centers: Maplewood High School (Nashville, Aug. 2015), and East High School (Akron, Oct. 2018).

The program provides high school students with a four-year curriculum preparing them for a career in the auto service industry. Programming includes:

- Hands-on learning in a simulated Firestone store (complete with point-of-sale system)
- Mentoring with Bridgestone technicians and professionals
- Access to in-store internships
- Potential for automotive certifications

*"Maplewood is getting these students the automotive certifications they need to get a decent paying job and qualify them for higher paying positions. Akron is starting its fourth year, which makes it the first year that students have been there all the way through. With these efforts we've seen a real increase in skills and certifications. They went from enrolling 98 students to over 1,000. It's a model that a lot of school systems are looking at."*

**-Nicole Squire**

As of December 2020, more than 750 students have graduated from these programs, with graduation rates exceeding school average.

Currently, 39 graduates are now employed in the automotive sector, with the majority working at Firestone retail locations. Of those, two are also in the Firestone Management Training program.



## Bridgestone Brazil and SENAI Santo André Alliance

Through a partnership with School Senai A. Jacob Lafer, the Santo André plant (in Brazil) opened registration in September 2021 for a free Forklift Operation course exclusively for women. In addition to providing training and new opportunities in the job market, the course encourages the participation of women in an industry where men remain in the majority, also reinforcing Bridgestone's commitment to diversity and inclusion.

Course participants are registered in the Bridgestone database for at least six months and will have priority in future selection processes.







While our journey to even greater diversity, equity and inclusion at Bridgestone is really just beginning, we are proud of the diversity represented today in our brands, our culture and most of all, our teammates. We are on a journey to become a place where everyone can thrive, stand out and is Free to Be their whole selves... because that's what really matters.

**At Bridgestone, you are always Free to Be. Free to be honest. Free to be curious. Free to be proud. Free to be an introvert, an extrovert, or anything in between. Free to be whoever you are, even if you're still discovering just who that is.**

**This is a place that listens.**

**A place that celebrates our people and who they are—in all their complexities.**

**A place that unites behind the idea that everyone should be free to stand out, speak up, and be their true selves.**

**So show us what you're made of.**

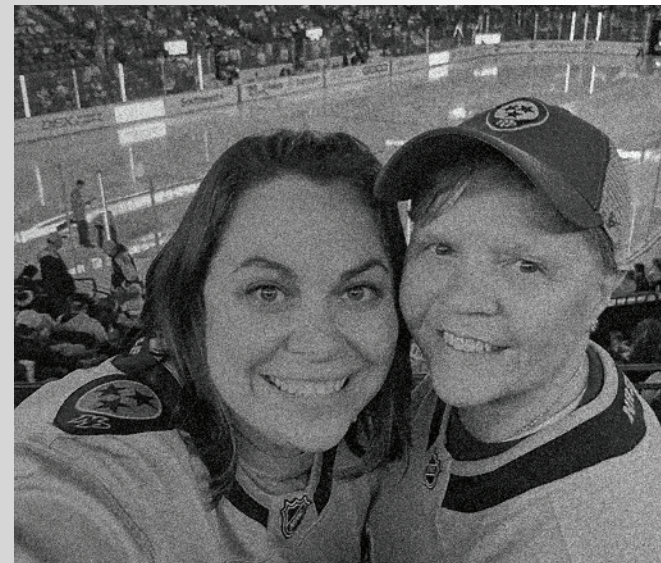
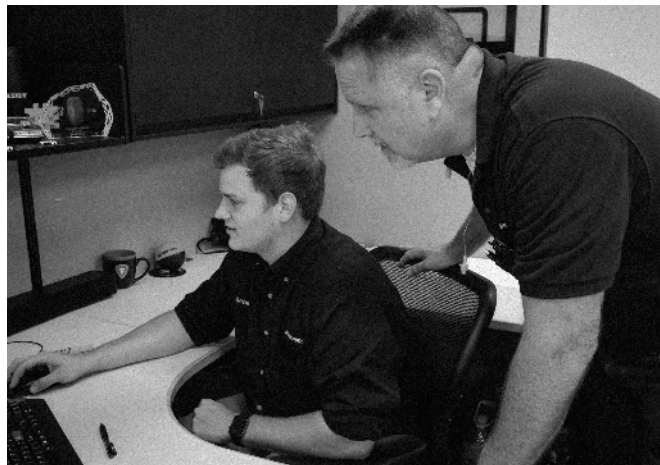
**Show us the smart stuff, the tough stuff, the bold, beautiful, and brave stuff.**

**BECAUSE WHO YOU ARE IS WHAT WE NEED.**





**WE ARE  
DE&I.**



**ALWAYS  
FREE TO BE.**