

News Release



BRIDGESTONE AMERICAS, INC.
200 4th Avenue South
Nashville, TN 37201

For Immediate Release

Contact: Rachel Withers

(615) 937-3636

withersrachel@bfusa.com

Bridgestone Acquires iTrack Solutions Business from Transense Technologies

- **iTrack is a globally-preferred provider of tire management solutions for the off-the-road vehicle market.**
- **The strategic acquisition strengthens Bridgestone's complete solutions portfolio for mining customers around the world.**
- **iTrack's tire pressure monitoring system captures accurate, real-time tire data and live vehicle location tracking information.**

TOKYO (June 25, 2020) – Bridgestone Corporation (Bridgestone) announced it has completed the purchase of the iTrack Solutions Business from UK-based Transense Technologies PLC (Transense).

iTrack is a globally-preferred provider of tire management solutions for the off-the-road (OTR) vehicle market. The business offers a comprehensive tire pressure monitoring system (TPMS) specially designed for mining tires. In addition to tire temperature and pressure monitoring, the iTrack tire management platform provides customizable geofencing, speed alerts and more to help mining customers optimize their operations for increased productivity and profitability.

“This acquisition helps move Bridgestone closer to its goal of becoming a leader in sustainable and advanced mobility solutions,” said Tomohiro Kusano, vice president and senior officer, G-MAA (Mining, Aircraft, Agriculture) solutions business, Bridgestone Corporation. “As a global solutions provider, Bridgestone will create new value for our customers by delivering tire and mobility-related data that enhances their operations.”

Bridgestone entered into a joint collaboration agreement with Transense in August 2019 and began referring OTR customers to the iTrack solutions platform at that time. Customer response to the tire management platform has been positive. Bridgestone will expand this offering to additional OTR customers as it fully integrates the solution into its portfolio. To ensure a seamless transition, all employees of the iTrack Solutions Business will join Bridgestone as part of the acquisition.

For more company news, visit Bridgestone.com.

About Bridgestone Corporation:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

###