

News Release



Contacts:

Keith Cawley (Bridgestone)
+1-440-725-2312
cawleykeith@bfusa.com

Kevin Wilson (Preds)
+1-615-770-2335
kwilson@nashvillepredators.com

Bridgestone, Nashville Predators Announce Helmet Entitlement Deal

Team's first helmet partnership will showcase Bridgestone logo for full 2020-21 season



NASHVILLE, Tenn. (December 22, 2020) — Bridgestone Americas, Inc. (Bridgestone) and the Nashville Predators today jointly announced that the tire and mobility solutions company will be the team's first-ever helmet entitlement partner. The deal will place Bridgestone's iconic "B Mark" logo on the team's home and away helmets for the entire 2020-21 season.

"Our relationship with the Nashville Predators and Bridgestone Arena is a source of great pride for our company. We're excited for our logo to be on the Preds' helmets when they return to the ice this season, which will make Bridgestone even more synonymous with our hometown team," said Philip Dobbs, Chief Marketing Officer, Bridgestone Americas. "Both sides have been working together to find creative new ways for our long-standing partnership to drive brand and business value in a challenging environment, and this first-of-its-kind activation is a result of that collaboration."

The announcement comes a year after Bridgestone extended its naming rights agreement with the team and Bridgestone Arena, which is located across the street from the company's headquarters in downtown Nashville. That deal was formed in 2010 and is currently set to run through 2030.

“Being the outstanding partner Bridgestone Americas is for the Nashville Predators, we continue to work to find ways to deliver the full value of their commitment to the organization,” Nashville Predators Chief Revenue Officer Chris Junghans said. “With the League’s help, we were able to find another avenue to accomplish this in a unique season. We would like to thank Bridgestone, the National Hockey League and Commissioner Gary Bettman, and look forward the results this yields.”

More details related to the helmet decal partnership between Bridgestone and the Preds will be announced as the countdown to the new season continues.

About Bridgestone Americas, Inc.:

Nashville, Tennessee-based Bridgestone Americas, Inc. is a subsidiary of Bridgestone Corporation, a global leader providing sustainable mobility and advanced solutions. Bridgestone Americas develops, manufactures and markets a diverse portfolio of original equipment and replacement tires, tire-centric solutions, mobility solutions, and other rubber-associated and diversified products that deliver social value and customer value. Guided by its global corporate social responsibility commitment, Our Way to Serve, Bridgestone is dedicated to shaping a sustainable future of mobility and improving the way people move, live, work and play.

About Bridgestone Arena

Serving as the home for numerous national and international events, Bridgestone Arena has the distinction of being one of the busiest venues in the United States since the doors first opened in 1996, hosting more than 23 million guests during that time. The NHL’s Nashville Predators have been the primary tenants of Bridgestone Arena since 1998 and boast one of the most unique game atmospheres in the NHL. The list of acts that have called the 2017 Pollstar and IEBA Arena of the Year home is lengthy and includes the Country Music Association Awards; the Country Music Television Awards; and the SEC Basketball Tournament through 2035.

About the Nashville Predators

The Nashville Predators became the National Hockey League’s 27th team on May 4, 1998 and have evolved from a young expansion franchise into a staple of the Middle Tennessee community in the 20 years since. The team strives each season to reach its One Goal: becoming a Stanley Cup Champion hockey team while making Bridgestone Arena the number one sports and entertainment venue in the United States. With One Goal in mind, the team has seen historic success the past three seasons, advancing to the Stanley Cup Final in 2016-17, winning the President’s Trophy and Western Conference regular-season title in 2017-18, and claiming its second consecutive Central Division title in 2018-19.

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