

For Immediate Release

Contact: Rachel Potee

(615) 937-3310

poteerachel@bfusa.com

Firestone Extends Title Sponsorship of Grand Prix of St. Petersburg

- Partnership with NTT INDYCAR® SERIES event began in 2014 and will continue through 2023.
- Firestone is now presenting sponsor of the 2020 season finale and the 2021 season opener in unique wrap-around St. Pete doubleheader.
- The brand has deep roots in the Tampa/St. Pete area that date back to 1933.



NASHVILLE (October 23, 2020) – Bridgestone Americas, Inc. today announced a three-year extension for the Firestone brand’s title sponsorship of the Firestone Grand Prix of St. Petersburg. The new agreement continues a partnership that began in 2014 and maintains Firestone’s naming rights on the NTT INDYCAR® SERIES event through the 2023 season.

Firestone is completing its 21st consecutive season as the sole tire supplier of the NTT INDYCAR SERIES, and the St. Pete race continues to be an ideal setting for the brand to engage race fans and consumers while showcasing its best-in-class tire technology. With the event returning to its usual season-opening spot on the schedule in 2021, Firestone will help the NTT INDYCAR SERIES wave the green flag on a fresh start next year at the same track where the 2020 season will conclude.

“While the road to St. Petersburg has certainly been different this year, we are thrilled to return to the streets of St. Pete and help crown an NTT INDYCAR SERIES champion,” said Lisa Boggs, Director of Bridgestone Americas Motorsports. “Firestone tires have

taken the checkers with the winner at all 15 INDYCAR SERIES races here, and we're proud to continue growing our partnership with Green Savoree Racing Promotions to support this marquee event in a community that shares our passion for the sport."

"Firestone's commitment to the sport and this event is unmatched. Our entire Green Savoree Racing Promotions team is thrilled to continue to work with Lisa (Boggs) and her team to continue to grow the Firestone Grand Prix of St. Petersburg," said Kim Green, co-owner, chairman and CEO of Green Savoree Racing Promotions, organizers of the Firestone Grand Prix of St. Petersburg. "With Firestone as our title sponsor and the City of St. Petersburg's tremendous support, it's an honor to showcase one of the crown jewel events of the NTT INDYCAR SERIES season each year on the streets of St. Pete with one of the most iconic brands in auto history."

Firestone is a time-tested brand whose roots run deep in the Tampa/St. Petersburg area. For nearly 90 years, Firestone Complete Auto Care (FCAC) has been a trusted provider of tire and automotive services for drivers in the region. Its location on Kennedy Boulevard in downtown Tampa, which is just a few miles from where the Firestone Grand Prix of St. Petersburg will be held, first opened in 1933 and stands as the longest still-operating FCAC location in the U.S. FCAC is part of Bridgestone Retail Operations, which owns and operates more than 2,200 tire and automotive service locations across the country.

Bridgestone Americas and INDYCAR announced a multi-year partnership extension last year that keeps Firestone as the official tire of the NTT INDYCAR SERIES through 2025. Every season the Firestone Race Tire Engineering team develops race tire specifications to meet the demands of each unique oval, road and street course circuit on the NTT INDYCAR SERIES schedule. These efforts to support the fastest and most versatile racing series in the world continue to serve as the ultimate proving ground for the tire technology that everyday drivers can find in the Firestone passenger tires on their personal vehicles.

The 2020 Firestone Grand Prix of St. Petersburg runs October 23-25 and is the final race of the 2020 NTT INDYCAR SERIES season. Event information, including the COVID-19 event protocols for spectators, is online at gpstpete.com.

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 improving the way people move, live, work and play.

About Firestone Racing:

The Firestone brand has participated in world-class motorsports events for more than a century, and racing has played an integral role in building and shaping Firestone into the time-tested, iconic brand it is today. Harvey Firestone, the brand's founder and a pioneer of sports marketing, was one of the first to use racing as the ultimate proving ground for his tires. Ever since Ray Harroun's Firestone-equipped

Marmon Wasp won the inaugural Indianapolis 500® in 1911, Firestone has worked to constantly evolve and advance race tire technology. Overall, Firestone tires have carried the winner of the Indy 500 to victory circle 71 times – more than double all other tire manufacturers combined. Firestone has served as INDYCAR's sole tire supplier since 2000, and the brand's on-track success translates to durable, dependable performance and uncompromising quality on the open road.

About the Firestone Grand Prix of St. Petersburg:

The 16th annual Firestone Grand Prix of St. Petersburg is a race event typically held during Florida's spring break season each March. Usually the NTT INDYCAR SERIES' season-opening race, St. Pete is a destination city hosting this annual motorsports tradition and offering a festival atmosphere with its downtown location. The temporary circuit is a 1.8-mile, 14-turn configuration using the streets circling Pioneer Park, the Duke Energy Center for the Arts, The Dali Museum and extending onto the runways at Albert Whitted Airport, which overlooks the waterfront of Tampa Bay and picturesque St. Petersburg Harbor and Marina. Firestone Grand Prix of St. Petersburg is owned and operated by Green Savoree St. Petersburg, LLC. Green Savoree St. Petersburg, LLC is owned by Green Savoree Racing Promotions 2, LLC whose other subsidiaries also promote three additional INDYCAR races, Honda Indy Toronto, The Honda Indy 200 at Mid-Ohio and Grand Prix of Portland.

###