

Connect with us virtually
at CES 2021, **Jan. 11-14**

BRIDGESTONE
Solutions for your journey

BRIDGESTONE VISION OF MOBILITY *On-Demand*

Watch and listen as Paolo Ferrari, president & CEO, Bridgestone Americas, Inc., and executive vice president and executive officer, Bridgestone Corporation, shares his vision for a more connected, sustainable, and value-driven mobility future.

LINKEDIN LIVE *January 11 — 11 a.m. EST*

Join us on LinkedIn for a live conversation with Bridgestone Americas President & CEO Paolo Ferrari. Paolo will address the technology, social, climate and pandemic-related changes that are driving massive shifts in consumer behavior and explain how Bridgestone is evolving to help power a more sustainable mobility ecosystem.

BRIDGESTONE WORLD *On-Demand*

Interact with a "virtual city" showcasing how Bridgestone innovations will power a more sustainable mobility future. Peer into urban, suburban, industrial and transport settings to explore how the company's connected products and data-driven services will improve consumers' mobility experience and create greater customer and social value.

OPPORTUNITY THROUGH CRISIS

How telematics evolves to optimize mobility. *January 13 — 8:15 a.m. EST*

Join Vice President of Bridgestone International Mobility Solutions Raj Bajaj for a live presentation and Q&A where he will share more about fleet management technology and how it can help businesses navigate the COVID-19 crisis.

INNOVATION, RACING AND DATA *January 13 — 3:15 p.m. EST*

Join Cara Adams, Bridgestone director of race tire engineering and manufacturing, and Mark Miles, Penske Entertainment Inc. president & CEO, in a panel discussion on future motorsports technologies and what impact the Indy Autonomous Challenge will have on vehicle innovation.

● To be part of the Bridgestone CES virtual showcase, visit:
FutureofMobility.Bridgestone

