

For Immediate Release

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Chief Marketing Officer Philip Dobbs Announces Retirement from Bridgestone

- Philip Dobbs, Chief Marketing Officer, will retire in October after more than a decade in his role at Bridgestone Americas.
- Dobbs helped transform the consumer and commercial web experiences at Bridgestone, while also elevating the company's brand building and sports marketing programs.
- Bridgestone will name a successor for Dobbs at a later date.

NASHVILLE, Tenn. (July 8, 2021) – After more than a decade leading the integrated marketing efforts for Bridgestone Americas, Philip Dobbs, Chief Marketing Officer (CMO), has announced he will retire in October.

Dobbs has made a significant impact on Bridgestone both in the Americas and globally during his tenure as CMO. He has been instrumental in elevating the company's brand building efforts in the U.S. and Canada, driving significant improvements in brand awareness, familiarity and purchase intent for both the Bridgestone and Firestone brands. Under his leadership, the company has worked to globalize its brand portfolio to ensure a consistent go-to-market strategy and messaging platform that connects with consumers around the world.

"I've had the privilege of working closely with Philip for many years and I have seen firsthand his passion for our brands, our teammates and the global Bridgestone organization," said Paolo Ferrari, Global Chief Business Solutions Officer, Bridgestone Corporation, and President & CEO, Bridgestone Americas. "On behalf of Bridgestone, I congratulate Philip on his retirement and thank him for his vision, leadership and innumerable contributions to our company."

Dobbs has played an instrumental role in leading the digital transformation at Bridgestone, highlighted by an overhaul of the company's consumer and commercial web experiences. Starting in 2014, Dobbs led a cross-functional, cross-business effort that established a best-in-class digital platform focused on delivering shopping and buying solutions in both the B2C and B2B spaces.

Dobbs also worked to reshape Bridgestone's sports marketing strategy in the Americas region to create true consumer and customer engagement platforms that build brand

awareness and drive conversion across the purchase funnel. He played a key role in negotiating and activating the company's Worldwide Olympic and Paralympic Partnership, and he has been a champion of Firestone's continued partnership with the NTT INDYCAR® SERIES and the Indianapolis 500®.

A graduate of the U.S. Naval Academy, Dobbs has been a proud supporter and executive sponsor of the company's BRAVO employee resource group that supports veterans and engages teammates in fellowship of service. He also has been active in the local community on behalf of Bridgestone, most recently serving on the board of directors for the Nashville Predators Foundation.

Bridgestone will name a successor for Dobbs at a later date.

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.

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