

For Immediate Release

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Bridgestone Makes Strategic Investment in Yoshi Mobile Services Company

- Bridgestone is developing a comprehensive portfolio of personalized concierge-style car care services.
- Yoshi partnership will expand Bridgestone mobile service offerings to include at-home or at-work fuel delivery, car wash and detailing, and more.
- Yoshi technicians will be able to refer customers to Bridgestone Retail Operations and Firestone Direct for vehicle maintenance to provide a seamless service experience.

NASHVILLE, Tenn. (Feb. 24, 2022) — [Bridgestone Americas](#) (Bridgestone), a global leader in tires and sustainable mobility solutions, today announced a minority investment in [Yoshi](#). Yoshi is a last-mile delivery platform focused on car care services for consumer, fleet, and corporate customers. The new partnership will accelerate both companies' ability to meet the needs of car owners through the expansion of convenient and contactless vehicle-related services brought directly to customers' homes and workplaces.

The partnership paves the way for Bridgestone and Nashville-based Yoshi to explore joint service offerings, including pairing Bridgestone's company-owned retail service network and Firestone Direct mobile tire and services solution with Yoshi's fleet of mobile service vehicles. Offerings currently available through Yoshi include on-site automotive refueling, car wash and detailing, oil changes, vehicle inspection and more.

"The economy of on-demand services continues to grow, and vehicle-related solutions are rising rapidly in popularity," said Craig Schneider, Chief Strategy Officer, Bridgestone Americas. "Our investment in Yoshi will allow Bridgestone to expand the number of services available to our customers, with the ultimate vision to offer concierge vehicle management for everyone."

Originally founded in 2015 as a direct-to-consumer gas delivery service, Yoshi moved its headquarters from Silicon Valley to Nashville in 2021. The company has evolved over the years as a tech-enabled delivery platform focused on car care services. To

date, Yoshi has raised more than \$46 million, securing support from several other industry leaders including General Motors and ExxonMobil, as well as Y Combinator, NBA All-Star Kevin Durant, and NFL legend Joe Montana.

“As we continue to expand our service offerings across the country, we couldn’t be more excited to team-up with a world-class partner that shares our vision of making car maintenance and service as frictionless as possible for our customers,” said Bryan Frist, Yoshi’s CEO & Co-Founder.

Bridgestone and Yoshi will launch their integration plans later this year, allowing Bridgestone retail stores and Firestone Direct to refer business between Bridgestone and Yoshi customers.

This investment is another example of Bridgestone’s pursuit of concierge services for personal mobility and fleet customers, which includes the recently launched RESOLV platform for subscription-based vehicle maintenance, the company’s Firestone Direct mobile tire and services business and the [recent investment announcement in Wrench](#).

For more company news, visit [BridgestoneAmericas.com](https://www.bridgestoneamericas.com).

About Bridgestone Americas, Inc.:

Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville, Tenn., Bridgestone Americas employs more than 50,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.

About Yoshi:

Yoshi is a customer-centric last-mile delivery platform. The company provides gas delivery and car care services to wherever its customers are parked and has fully integrated with a number of connected car platforms, including General Motors’ OnStar program. Learn more about Yoshi online at <https://www.startyoshi.com/>. Media inquiries can be directed to press@startyoshi.com.

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