

**For Immediate Release**

**Contact: Emily Weaver**

**(615) 948-2489**

[WeaverEmily@bfusa.com](mailto:WeaverEmily@bfusa.com)

## **Bridgestone Americas Names Ebonee Davis-Ifeobu as Vice President of Diversity, Equity and Inclusion**

- **Bridgestone Americas' new vice president of DE&I to lead organization's efforts in cultivating a more diverse and inclusive workplace, workforce and marketplace.**
- **Renewed focus sets actionable DE&I goals, supports and expands Employee Resource Groups and ensures the DE&I efforts reach beyond teammates and impact customers.**
- **New leadership role is accompanied by inaugural DE&I annual report.**

**NASHVILLE, Tenn. (Jan. 28, 2022)** – [Bridgestone Americas](#) (Bridgestone), the global leader in tires and rubber, has named Ebonee Davis Ifeobu as vice president of Diversity, Equity and Inclusion (DE&I). Davis Ifeobu will lead Bridgestone's newly formed DE&I Center of Excellence (COE), an elevated and expanded DE&I office that will cultivate an even more inclusive culture that advances equity, embraces individuality and helps its increasingly diverse teammates, customers and communities thrive.

As the leader of the new DE&I COE, Davis Ifeobu will focus on creating an inclusive culture and environment, ensuring the teammate population is representative of Bridgestone's customers and communities, and cultivating relationships with suppliers and community organizations whose missions align with the company's goals.

"At Bridgestone, we believe our company will only thrive if we build a workplace where diversity is celebrated and every voice is heard," said Paolo Ferrari, president and CEO at Bridgestone Americas. "We are fortunate to have a leader of Ebonee's caliber at Bridgestone and in this position to lead our DE&I Center of Excellence. Her passion, expertise and insightful perspective will bring a wealth of knowledge and leadership to the new DE&I COE. I cannot think of a better person to take on this pivotal role."

Coinciding with the launch of the new DE&I office, Bridgestone Americas released its inaugural [DE&I annual report](#). The DE&I annual report marks an important milestone in the company's history and underscores the significant work still left to be accomplished.

"I'm honored to take on the role of leading the DE&I COE at Bridgestone," said Davis Ifeobu, vice president of DE&I at Bridgestone. "Our commitments and goals are, as they need to be, bolder than ever and are tracked closely and shared transparently to understand our journey, including how far we've come and how far we need to go. And that's exactly what we are excited to do with the release of our first DE&I annual report. For us, it's both the quantitative and qualitative results that determine the impact, and despite another year defined by the pandemic, we proved our resilience and accelerated our commitment to DE&I."

Bridgestone's commitment to DE&I is embedded in its core values. Connecting to the founder's mission, "serving society with superior quality" and its vision to become a leader in sustainable solutions, Bridgestone has and will continue to take important strides to add further structure to and support for the DE&I agenda and show its support for building a diverse, inclusive and equitable workforce and workplace.

***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.*

###