

**For Immediate Release**

**Contact:**

Andrea Barba

[barbajacqueline@la-bridgestone.com](mailto:barbajacqueline@la-bridgestone.com)

+52 1 55 4420 4563

Bridgestone de Costa Rica S.A.  
Kilómetro 11 Autopista General Cañas.  
La Ribera de Belén, Heredia, Costa Rica.  
Apdo. Postal BSCR: 4018-1000 San José  
[www.bridgestone.co.cr](http://www.bridgestone.co.cr)

## **Bridgestone Announces New Investments in Costa Rica Tire Plant**

- **The company will invest US\$250 million to expand and renovate its tire manufacturing plant in Heredia.**
- **This project will result in increased annual production of premium tires for customers and add 160 jobs.**
- **Aligned with the Bridgestone E8 Commitment, the project will generate operational efficiencies and zero carbon emissions.**

**Heredia, Costa Rica, November 18, 2022-** Today Bridgestone Americas (Bridgestone) announced an investment of approximately US\$190 million to renovate and expand its tire manufacturing plant located in Belén de Heredia, Costa Rica. This investment is in addition to more than US\$60 million planned for 2022-2026. In total, the company will be investing over US\$250 million in total over the five-year period.

Thanks to the new capital investment, the company will be able to extend its facilities and increase its production capacity up to 36% by 2026 and adding more than 160 new permanent jobs.

“This new capital investment represents an important step for Bridgestone's tire production capacity, and it also reinforces our commitment to contributing to Costa Rica's economic and social development,” said Alfonso Zendejas, president of Bridgestone Latin America North, Bridgestone Americas. “This investment strengthens Bridgestone's commitment to Costa Rica as a strategic location for local and global business activities and further contributes to our ability to maximize value for all of our stakeholders.”

This investment complements the strategic plan for sustainable growth that the company has been implementing in recent years to expand the businesses that operates in the country. From 2020 to date, Bridgestone Costa Rica has invested more than US\$38.5 million, of which US\$36 million has been destined for modernization and efficiency projects for the tire manufacturing plant, US\$2 million for the expansion of the plant in Turrialba, and US\$0.5 million to strengthen the operations of the Bridgestone Business Services.

"At Bridgestone, we believe in the great potential of the Latin American market, as well as the high levels of quality and reliability of the local workforce. Thanks to the trust of the corporation and the daily commitment of our teammates, Latin America will remain one of the most outstanding regions for the company worldwide," said Celso Villalva, vice president of Latin American Manufacturing, Bridgestone Americas.

The expansion of its plant in Costa Rica supports the Bridgestone E8 commitment that places sustainability at the center of its strategy and consists of 8 Bridgestone-like values starting with the letter “E” (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, and Empowerment). Bridgestone has committed to working together with employees, society, partners and customers to realize a sustainable society. This expansion project exalts the values of “Extension”, “Economy” and “Ecology,” since it includes the adoption of new machines and manufacturing technologies, as well as the replacement of two fuel-oil boilers with electrical ones, resulting in more efficient production with zero carbon emissions.

“With the expansion of the plant, we will be able to continue to meet the current and future needs of our customers, focusing on the production of premium tires for domestic and export markets and sustainable solutions with products that will be ready for the digital age,” explained Pablo Jiménez,

For Immediate Release

**For Immediate Release**

**Contact:**

Andrea Barba

[barbajacqueline@la-bridgestone.com](mailto:barbajacqueline@la-bridgestone.com)

+52 1 55 4420 4563

Bridgestone de Costa Rica S.A.  
Kilómetro 11 Autopista General Cañas.  
La Ribera de Belén, Heredia, Costa Rica.  
Apdo. Postal BSCR: 4018-1000 San José  
[www.bridgestone.co.cr](http://www.bridgestone.co.cr)

manufacturing director of Bridgestone Costa Rica, Bridgestone Americas.

Bridgestone's plant in Belén de Heredia started operations in 1967. It is focused on the production of tires for passenger vehicles, vans, and trucks for domestic and export markets; and employs around 1,000 people.

In addition to the tire plant, Bridgestone maintains the operation of its Bridgestone Business Services in Heredia with more than 500 employees, the Firestone Industrial Products manufacturing plant in Turrialba, which employs around 250 people, and more recently, a new business unit for trading activities that operates under the Free Trade Zone and employs around 100 people.

To learn more about Bridgestone Costa Rica, visit: <https://www.bridgestone.co.cr/es>

**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 Bridgestone Costa Rica:**

*Bridgestone's tire manufacturing plant located in Belén de Heredia is the only tire manufacturing plant in Central America and the Caribbean. It was inaugurated in 1967 and employs more than xx people.*

*It has an annual production capacity of approximately 3.6 million tires certified to the highest international standards. Bridgestone Costa Rica currently leads the operations of the Central American, Caribbean, Colombian and Ecuadorian markets.*

###