

For Immediate Release

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Bridgestone Launches Azuga Fleet Management Software Availability in AWS Marketplace

- Bridgestone’s Azuga Fleet Management Software is now available in AWS Marketplace for commercial fleets to digitally purchase and deploy.
- Azuga is the first product to be offered by Bridgestone in AWS Marketplace since the company joined the APN in 2022.
- The addition of Azuga to AWS Marketplace aligns with the “Efficiency,” “Extension” and “Ease” values of the Bridgestone E8 Commitment.

NASHVILLE, Tenn. (September 26, 2023) – [Bridgestone Americas](#) (Bridgestone) today announced its [Azuga Fleet Management Software](#) is now available for purchase in [AWS Marketplace](#), a digital catalog with thousands of software listings from independent software vendors that make it easy to find, test, buy, and deploy software that runs on Amazon Web Services (AWS). It marks the first Bridgestone product launch in AWS Marketplace since the company became part of the AWS Partner Network (APN) in an effort to build new solutions, co-market offerings, and reach new customers.

Azuga Fleet Management Solutions leverages GPS fleet tracking and dual-facing dashcam solutions to help keep vehicles, assets, and drivers safe. Through AWS Marketplace, fleet customers will be able to find, research, purchase and launch the fleet management software directly from their AWS accounts. Additional benefits include a streamlined billing and deployment process and incentives for buyers to accelerate deals.

“The addition of Azuga to AWS Marketplace is a significant milestone in our company’s journey to co-create with industry leaders in a way that delivers more end-to-end value to our customers,” said Jeremy Collins, chief executive officer, Azuga, Inc. “With availability in AWS Marketplace, our cutting-edge fleet solutions are now at the fingertips of existing and new customers in an easily accessible, simplified, and sustainable way.”

As an APN member, Bridgestone is working with AWS to enhance existing fleet solutions, such as Azuga, and create new, digitally enabled solutions for fleet customers. Bridgestone plans to further develop its offerings and provide its fleet customers with a comprehensive selection of services and solutions that proactively assess fleet needs and help reduce vehicle downtime.

Azuga’s availability in AWS Marketplace aligns with the [Bridgestone E8 Commitment](#), which serves as an axis to drive management while earning the trust of future generations. The

Bridgestone E8 Commitment consists of 8 Bridgestone-like values starting with the letter “E.” Offering Azuga in AWS Marketplace aligns with the “Efficiency,” “Extension” and “Ease” values.

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 45,000 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.

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