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For Immediate Release
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Bridgestone Supports Global Roster of Athlete Ambassadors for Olympic and Paralympic Games Paris 2024

- **The Worldwide Olympic and Paralympic Partner is working with 40 athletes from nine countries who compete in over 20 different sports.**
- **Ambassadors are supporting Bridgestone brand initiatives who reflect the company's belief that empowering people of all abilities to perform at their best is *What Really Matters*.**
- **Bridgestone continues to apply its tire and rubber expertise in collaboration with Paralympic athletes to help advance the performance of adaptive sports equipment.**

Brussels (April 11, 2024) – Bridgestone Corporation (Bridgestone) is partnering with dozens of elite athletes around the world as a Worldwide Olympic and Paralympic Partner. The company is forming a global roster of Team Bridgestone brand ambassadors on the road to the Olympic and Paralympic Games Paris 2024.

In total, the Team Bridgestone ambassador roster for Paris 2024 consists of 40 athletes across 9 countries and over 20 sports. The group features 20 past Olympic and Paralympic medalists who have won a combined 46 medals.

Of note, the list of Team Bridgestone ambassadors includes gold medalists Amandine Buchard (judo) and Mandy François-Elie (Para athletics) from France; Malaika Mihambo (athletics) from Germany; Gianmarco Tamperi (high jump) and Gregorio Paltrinieri (swimming) from Italy; Kosuke Hagino (swimming) from Japan; Saúl Craviotto (canoe) from Spain; Adam Peaty (swimming) and Charlotte Worthington (BMX freestyle) from the United Kingdom; and Daniel Romanchuk (Para athletics) and Susannah Scaroni (Para athletics) from the United States.

The full Team Bridgestone global ambassador roster can be found online at [Bridgestone.com/olympics/](https://www.bridgestone.com/olympics/).

"We are honored to work with this inspiring team of athlete ambassadors who are making an impact both on and off the field, and we will be proudly cheering for them

on the Road to Paris 2024,” said Thierry Jupsin, Vice President of Brand Marketing, Bridgestone Europe, Middle East and Africa (EMEA). “These individuals truly embody our belief that what really matters is enabling all people to perform at their best regardless of background or ability — not just today, but for years to come.”

The roster of athletes was selected based on an alignment of values with the Bridgestone brand. The personal stories and passions of Team Bridgestone ambassadors will be celebrated and amplified by the company through a combination of marketing initiatives, employee and customer events, and community activities on the journey to Paris. Each athlete also will receive financial support and access to Bridgestone products, services, and solutions.

As part of its support for the Paralympic Movement, the list of Team Bridgestone global ambassadors includes 20 Paralympic athletes or hopefuls. The team includes local rosters that are exclusively adaptive athletes in both the United States and Thailand.

Bridgestone also continues to apply its tire and rubber expertise in collaboration with experts, engineers, and athletes to help advance the performance of adaptive sports equipment. In the United States, the Bridgestone Americas Technology Center in Akron, Ohio, has been working with Team Bridgestone adaptive athlete ambassadors like Chuck Aoki (wheelchair rugby), Aaron Pike (Para athletics) and Scout Bassett (Para athletics). Together, the group has explored tire rubber applications for gloves, wheelchair hand rims, prosthetic running blades, spike plates, and more.

These exploratory efforts were initially launched through collaboration with adaptive athletes in Japan, where Bridgestone has provided customized tire rubber for gloves and prosthetic running blades. The company also developed custom wheelchair tennis tires for Manami Tanaka, a Team Bridgestone ambassador and Bridgestone employee.

Bridgestone’s support for the Olympic and Paralympic Games aligns with the Bridgestone E8 Commitment, which consists of eight Bridgestone-like values starting with the letter “E” (Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease, Empowerment). Our Bridgestone E8 Commitment guides the company’s efforts to help create a more sustainable world. Through its Worldwide Olympic and Paralympic Partnerships and its support for Team Bridgestone athlete ambassadors, the company is delivering on its commitments to “Emotion” and “Empowerment.”

More information can be found online at [Bridgestone.com/olympics/](https://www.bridgestone.com/olympics/).

About Bridgestone Corporation:

Bridgestone is a global leader in tires and rubber building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Tokyo, the company employs approximately 130,000 people globally and conducts business in more than 150 countries and territories worldwide. 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 Corporation's Worldwide Olympic and Paralympic Partnerships:

Bridgestone proudly became a Worldwide Olympic Partner in 2014 and a Worldwide Paralympic Partner in 2018. Bridgestone is dedicated to delivering products, services and solutions that improve the way people move, live, work and play, and its commitment to the Olympic Movement and Paralympic Movement continues a history of sport and innovation dating back more than 100 years. As a worldwide partner, Bridgestone has marketing rights that include its full range of tires, tire services and selected automotive vehicle services, self-propelled bicycles, seismic isolations bearings, and a variety of building and industrial products.

About Team Bridgestone:

All Bridgestone activities related to its Worldwide Olympic and Paralympic Partnerships are designed to empower people of all backgrounds and abilities to persevere through adversity and perform at their best, no matter what. In support of these efforts, the company is currently partnering with 40 inspiring Olympians, Paralympians, and hopefuls from nine countries and over 20 sports to serve as Team Bridgestone brand ambassadors on the Road to Paris 2024.

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