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Bridgestone to Highlight End-to-End Benefits of Bridgestone Fleet Care and Sustainability at TMC 2024

- **Bridgestone will return to the Technology & Maintenance Council (TMC) Annual Meeting and Transportation Technology Exhibition in New Orleans, La., to spotlight the company's latest commercial offerings designed to enhance fleet operations and drive sustainability.**
- **The company's booth will showcase digitally advanced tires and tools within Bridgestone Fleet Care, alongside a new tire Bandag tread pattern, the BDR-AS3.**
- **Bridgestone's Vice President of Fleet Solutions, Brian Cunningham, will participate on a multi-company panel to discuss sustainability and the future of tire development.**

New Orleans, La. (February 27, 2024) - [Bridgestone](https://www.bridgestone.com) Americas (Bridgestone), will return to the Technology & Maintenance Council (TMC) Annual Meeting & Transportation Technology Exhibition on March 4-7, 2024, in New Orleans, La., to highlight Bridgestone Fleet Care, the company's comprehensive suite of solutions designed to enhance fleet operations.

Bridgestone will feature the company's latest premium commercial products and solutions, as well as Bridgestone Commercial Dealer Network tools designed to promote sustainability and operational efficiency.

As part of TMC, Bridgestone will also preview the new Bandag BDR-AS3 tread to attendees. The Bandag BDR-AS3 is designed with 3D siping to deliver improvement in wear, versus the BDR-AS and BDR-HG, without sacrificing traction performance. The BDR-AS3 is designed for pickup & delivery and last mile delivery application and will be available in the second half of 2024.

"It's an exciting moment for the commercial trucking industry as it continues to modernize and innovate to help achieve safer and more sustainable outcomes for society," said Brian Cunningham, Vice President, Fleet Solutions, Bridgestone Mobility Solutions. "At Bridgestone, we have prioritized developing solutions that utilize the latest technology to positively impact fleet operations while simultaneously advancing sustainability. We are excited to share our breakthrough solutions at TMC."

The Bridgestone booth will highlight the Bridgestone Fleet Care suite of solutions and demonstrate the added value of pairing digital solutions with premium products to increase safety, productivity, efficiency and sustainability:

- **Premium Tires and Products** – Bridgestone offers a robust range of premium tires for fleets of all sizes. Bridgestone will display the Greatec M703 ultra wide-base tire that utilizes the company's new ENLITEN technology stack and is designed for dynamic performance. To demonstrate the company's commitment to sustainability, Bridgestone will spotlight its portfolio of linehaul and regional retread tires at TMC. The company will also preview the new Bandag BDR-AS3 tread, which will be available in the second half of 2024.
- **Tire Monitoring Services** – Bridgestone tire monitoring and service management solutions, such as the Bridgestone Fleet Care tire monitoring solution, are advancing how data can be used to inform and optimize daily operations for fleets. By making tires "smarter" through real-time tire monitoring and utilizing the streamlined communications platform REACH, these solutions are designed to help fleets reduce tire costs, increase productivity and improve safety.
- **Bridgestone Commercial Dealer Network** – The Bridgestone Commercial Dealer Network is the largest dealer network in the industry¹. The nationwide network creates value for fleets through end-to-end solutions and innovative mobile, on-site service.

In addition to the booth, Bridgestone's Vice President of Fleet Solutions, Brian Cunningham, will participate in a TMC panel entitled, "Future Tire: The Sustainable Tire." Cunningham will join a number of leaders from tire manufacturerers for a discussion on sustainable tire development and manufacturing in the commercial industry. The panel will take place on Monday, March 4 at 9 a.m. CT.

TMC 2024 takes place March 4-7 at the Ernest N. Morial Convention Center in New Orleans. Bridgestone will feature its products and solutions in booth number 1429 at TMC.

Bridgestone's appearance at TMC 2024 aligns with the Bridgestone E8 Commitment. The Bridgestone E8 Commitment, encompassing eight values all beginning with the letter "E," solidifies Bridgestone's dedication to fostering a more sustainable world.

¹Based on the largest number of total points of sale in the commercial tire dealer network in the U.S.

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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