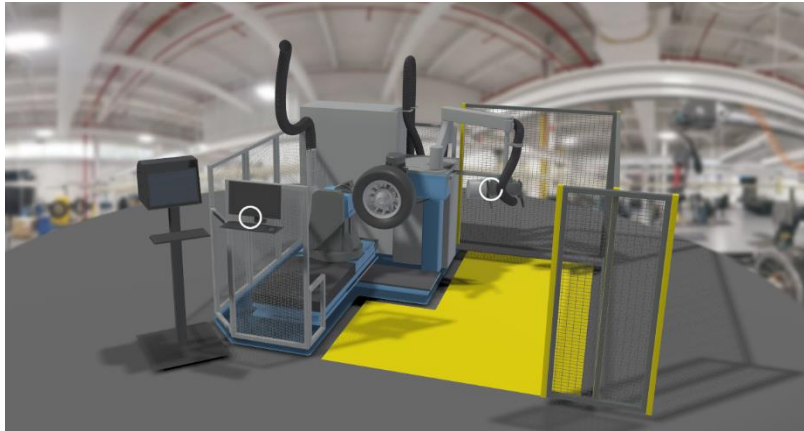


For Immediate Release

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Bridgestone To Introduce Bandag Virtual Plant Tour Experience at WasteExpo 2024

- **Bridgestone will debut a new Bandag Virtual Plant Tour at WasteExpo that will allow attendees to experience the company's retreading process up close.**
- **Bridgestone will also showcase the company's Tire Monitoring Services, training platforms and a full range of tires for waste and recycling fleets.**
- **The Bridgestone booth will demonstrate the company's commitment to sustainability and how its products and solutions promote tire circularity.**

Las Vegas, Nev. (April 25, 2024) – [Bridgestone Americas](#) (Bridgestone) will debut the Bandag Virtual Plant Tour at WasteExpo 2024, taking place May 7-9 in Las Vegas, that will give attendees a behind-the-scenes look at the tire retreading process. The virtual experience will transport viewers inside a Bandag manufacturing plant to demonstrate the safety, reliability, and positive environmental characteristics of retreaded tires.

"The waste and recycling industry has long been a leader in innovation and a space to promote and advance sustainability-focused technologies," said Brian Goldstine, President, Retread Solutions, Bridgestone Mobility Solutions. "Through our new virtual experience, Bridgestone is able to demonstrate the technology, testing and time that goes into producing every Bandag retreaded tire and educate fleets on the importance of more cost-effective and eco-friendly tire solutions, regardless of their location."

The Bandag Virtual Plant Tour is an internet browser-based experience that provides a step-by-step walkthrough of Bandag's retreading process for customers who are unable to visit a Bandag retreading facility in person. In demonstrating to key retread customers at WasteExpo, Bridgestone will also emphasize the importance of retreading in helping fleets reach their sustainability goals. In 2023, Bandag retreads are estimated to have saved 100 gallons of oil and kept nearly 7 million tires out of the waste stream. The Bandag Virtual Plant Tour will be widely available for customers later this summer and accessible on BridgestoneMarketing.com.

In addition to the virtual Bandag tour, Bridgestone's booth at WasteExpo will showcase the company's premium tire offerings, training platforms and advanced digital tire solutions available to waste and recycling fleets:

- **Premium Tires:** A full range of premium tires will be on display including the Greatec M847, the company's wide-based all-position radial tire engineered with a deep tread to enhance traction and longevity. Bridgestone will also spotlight the M870, an all-position radial tire designed specifically for urban waste collection, and the BRM3 retread.
- **Tire Solutions:** Bridgestone's Tire Monitoring Services help fleets decrease tire-related downtime by identifying issues before they occur. By adding real-time or yard-based technologies to operations, fleets can increase productivity and the retreadability of their tires.
- **Bridgestone Education Network:** Bridgestone provides comprehensive training for fleet customers, educating them on how to maximize the performance of company products and solutions.

Bridgestone will be on display at WasteExpo in Booth 3317 inside the West Hall of the Las Vegas Convention Center from May 7-9. Bridgestone's presence at WasteExpo aligns with the values 'Ecology' and 'Extension', two of the eight values that comprise the company's E8 Commitment to realize a more sustainable society.

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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