

News Release



BRIDGESTONE AMERICAS, INC.
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For Immediate Release

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Bridgestone Retail Operations Supports Veterans with \$100,000 Wounded Warrior Project Donation

NASHVILLE, Tenn. (June 10, 2025) – [Bridgestone Retail Operations](#) (BSRO), a subsidiary of [Bridgestone Americas](#), has donated \$100,000 to Wounded Warrior Project® (WWP) following a two-week campaign where the company made a financial gift for every [My Firestone](#) and [Tires Plus](#) app downloaded by store customers.

"We are honored to support the critical, life-saving work of Wounded Warrior Project for a second year in a row," said Marko Ibrahim, President, BSRO. "Our nation's veterans deserve every opportunity to thrive and enjoy bright futures following their service. We are grateful for the partnership of our customers to make a difference in their lives."

As part of the campaign, BSRO and WWP also hosted an injured veteran and their guest at the 109th Running of the Indianapolis 500, where they received exclusive, behind-the-scenes access to the iconic race.

"We must never forget the cost of freedom," said Brea Kratzert Todd, WWP vice president of business development. "Supporters like Bridgestone make it possible for Wounded Warrior Project to provide life-changing programs and be there for warriors throughout their lifetime."

WWP is the nation's leading veterans service organization, focused on the total well-being of post-9/11 wounded, ill, or injured veterans. From PTSD treatments to essential long-term care, the nonprofit makes meaningful impacts on warriors' physical and mental health and provides essential lifelines to families and caregivers.

BSRO's broader commitment to the military includes a partnership with Army Career Skills and the Department of Defense Skillbridge Program offering training and career opportunities to former service members, as well as a 30+ year venture with the Army & Air Force Exchange Services providing trusted, tax-free tire and automotive service on military bases across the country. BSRO's BRAVO Employee Resource

Group also continues to engage teammates in dialogue and activities surrounding the veteran experience.

For more Bridgestone company news visit [BridgestoneAmericas.com](https://www.BridgestoneAmericas.com).

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.

About Bridgestone Retail Operations, LLC:

Bridgestone Retail Operations, LLC (BSRO) is headquartered in Nashville, Tenn. and operates the largest network of company-owned automotive service providers in the world — more than 2,200 tire and vehicle service centers across the United States — including Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works store locations. Credit First National Association and Firestone Complete Fleet Care operations are also part of BSRO. BSRO is a member of the Bridgestone Americas family of companies.

About Wounded Warrior Project:

Wounded Warrior Project is our nation's leading veteran services organization, focused on the total well-being of post-9/11 wounded, ill, or injured veterans. Our programs, advocacy, and awareness efforts help warriors thrive, provide essential lifelines to families and caregivers, and prevent veteran suicides. [Learn more about Wounded Warrior Project.](#)

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