

News Release

BRIDGESTONE
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For Immediate Release

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Bridgestone Earns Industry-Backed ASE Accreditation for Technician Training Program

NASHVILLE, Tenn. (Oct. 28, 2025) – [Bridgestone Retail Operations](#) (BSRO), a subsidiary of [Bridgestone Americas](#), announced today the company's technician training curriculum has achieved National Institute for Automotive Service Excellence (ASE) Accreditation, which is awarded to schools and businesses that meet rigorous standards for automotive service training. BSRO is among a small and select group of automotive service providers to earn this distinction.

"Achieving ASE accreditation positions BSRO as an industry leader in automotive training and education," said Marko Ibrahim, President, Bridgestone Retail Operations. "This significant milestone reflects our unwavering commitment to excellence, elevating the quality and consistency of our training program, and empowering our technicians with industry-recognized credentials. The impact is already clear, and I could not be prouder of our team for their dedication to building a better skilled, more reliable workforce."

Since 1972, ASE has worked to improve the quality of vehicle repair and service by testing and certifying automotive professionals. The organization's gold-standard certifications, held by over a quarter of a million technicians across the transportation industry, are linked to greater career longevity, higher wage potential and increased customer trust. BSRO's ASE Accreditation – which applies to training curriculums utilized at more than 2,200 Firestone Complete Auto Care, Tires Plus, Hibdon Tires Plus and Wheel Works stores – provides technicians with a more seamless opportunity to achieve these transformative ASE certifications throughout their careers while benefiting from unparalleled access to industry-recognized training.

Beyond growth and development opportunities for teammates, ASE Accreditation allows BSRO stores to maintain and enhance the rigorous standards of trusted service customers have come to expect.

To achieve ASE Accreditation, BSRO underwent a four-year internal assessment and made a \$3 million investment to revitalize company training centers with the latest technology and equipment. BSRO's 18-month ASE evaluation process included 53

training activities with more than 3,500 employees to review the company's curriculum, facilities, equipment, instructors and student outcomes.

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.

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