

News Release



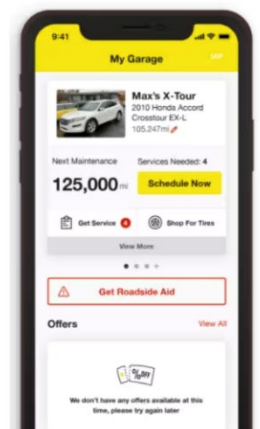
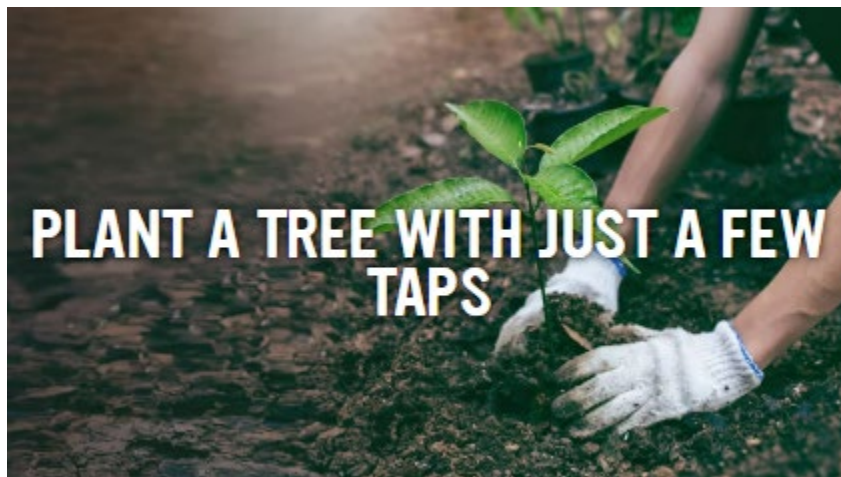
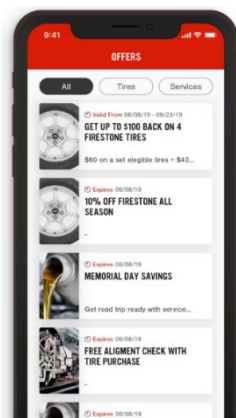
BRIDGESTONE AMERICAS, INC.
200 4th Avenue South
Nashville, TN 37201

For Immediate Release

Contact: Davis Adams-Smith

adamsdavis@bfusa.com

Bridgestone To Plant Over 86,800 Trees Following Annual Campaign



NASHVILLE, Tenn. (June 2, 2025) – [Bridgestone Retail Operations](#) (BSRO), a subsidiary of [Bridgestone Americas](#), today announced it will support the planting of over 86,800 tree seedlings following the company's third annual "Download the App, Plant a Tree" campaign. The initiative encouraged customers of Firestone Complete Auto Care and Tires Plus to help stores reduce paper waste and contribute to a more sustainable society.

BSRO chose The Nature Conservancy as the recipient of funding to plant a tree for every [My Firestone](#) and [Tires Plus](#) app downloaded between Earth Day (April 22) and the conclusion of Bridgestone's Sustainable Business Week (May 12). As a result of this year's customer downloads, BSRO is donating \$57,500 to plant 86,825 seedlings, the equivalent of over 287 acres of trees, in the Mississippi River Delta region to reforest flood-prone areas and protect at-risk farmland.

"Our annual Plant a Tree campaign is one of the many ways our customers continue to show up and serve as enthusiastic partners in our sustainability journey throughout the year," said Marko Ibrahim, President, Bridgestone Retail Operations.

"We are grateful for their support as we work to make our communities safer and more sustainable for current and future generations."

The My Firestone and Tires Plus apps serve as "digital glove boxes" and allow customers to book appointments, manage their vehicle service history, and explore offers through the convenience of their mobile devices. Encouraging app downloads aims to significantly reduce paper use at the company's more than 2,200 retail locations through a transition to digital processes. Other BSRO sustainability initiatives include the expansion of maintenance services and charging resources for electric vehicles and the recycling of nearly every product and byproduct used at stores.

The "Download the App, Plant a Tree" campaign supports the Bridgestone [E8 Commitment](#), which established eight values to solidify the company's commitment to a more sustainable future. The campaign is an example of the company's commitment to "Energy," "Ecology" and "Efficiency."

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 The Nature Conservancy:

The Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life depends. Guided by science, we create innovative, on-the-ground solutions to our world's toughest challenges so that nature and people can thrive together. We are tackling climate change, conserving lands, waters and oceans at an unprecedented scale, providing food and water sustainably and helping make cities more sustainable. The Nature Conservancy is working to make a lasting difference around the world in 81 countries and territories (40 by direct conservation impact and 41 through partners) through a collaborative approach that engages local communities, governments, the private sector, and other partners. To learn more, visit [nature.org](https://www.nature.org) or follow @nature_press on X.

###