

FOR IMMEDIATE RELEASE

Bridgestone Appoints Jacques Fourie as President, Canada

Appointment strengthens local leadership and supports Bridgestone's long-term growth ambitions in the Canadian market

MISSISSAUGA, Ontario (Oct. 13, 2026) – Bridgestone today announced the appointment of Jacques Fourie as President, Canada.

Based at Bridgestone's Mississauga office, Fourie will lead the company's Canadian business, with end-to-end responsibility for its strategy, commercial operations and long-term growth plans across the country.

The appointment is a new role that reflects the strategic importance of Canada to Bridgestone and its commitment to strengthening leadership and accountability within the market. Dedicated in-country leadership will support faster decision-making, greater coordination across the Canadian business and an even closer connection to the needs of customers and teammates.

"Canada is an important market for Bridgestone, with strong potential for continued growth," said Robert Johnson, Group President, North America, Bridgestone West. "Jacques brings extensive international leadership experience, a strong customer focus and a proven ability to build successful businesses and teams. His understanding of the North American market makes him well positioned to lead our Canadian business and strengthen the value we deliver to our customers across the country."

Fourie joined Bridgestone in 2019 and has held senior executive leadership roles within the company, most recently serving as President for Bridgestone's Africa Middle East region based in Dubai. Before joining Bridgestone, he spent 15 years with Cummins in a range of finance, sales, operational and executive positions. His North American experience includes serving as Executive Vice President of Operations and later President of Cummins Rocky Mountain, where he led one of the company's fast-growing operations in North America.

"Canada is a dynamic and strategically important market with significant opportunities ahead," said Fourie. "I am honoured to take on this role and look forward to working closely with our customers, partners and teammates across the country. Together, we will build on the strengths of the Canadian business, deepen our customer relationships and position Bridgestone for sustainable, long-term growth."

Fourie holds an Honours Bachelor's Degree in Finance and Accounting from the University of Pretoria in South Africa.

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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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