

For Immediate Release

Bridgestone Formula E World Premiere Bridgestone Takes on a New Journey as the Sole Tire Supplier for ABB FIA Formula E World Championship

Supporting the fastest and most powerful car in Formula E history with innovative POTENZA GEN4

NASHVILLE, Tenn. (Oct. 1, 2026) — [Bridgestone Americas](#) (Bridgestone) will embark on a new journey as the sole tire supplier for the ABB FIA¹ Formula E World Championship, the world's leading all-electric motorsport championship, beginning with the 2026/27 Season².

The upcoming Formula E season will see the introduction of the new GEN4 racing car, which sets a new benchmark for speed, sustainability and innovation in motorsport. Boasting unprecedented acceleration, high torque and permanent active All-Wheel Drive, it's the fastest (top speed of 208 mph) and most powerful (peak power of 815bhp) car in Formula E history. By providing innovative POTENZA tires that maximize the performance of the GEN4, Bridgestone will support dynamic and exciting races.

On Sept. 30, the Bridgestone Formula E World Premiere was held in Rome, Italy.

Bridgestone's Motorsport Activities and Entry into Formula E

For Bridgestone, motorsport is both an origin of passion and a challenge to the limits. Based on the fundamental principle that "tires carry life," Bridgestone's global employees have worked as one team to take on the challenge of motorsport for over 60 years. Through these challenges, Bridgestone has cultivated pride, passion, technological and operational strength, outstanding talent, and brand power, all honed on the extreme stage of racing. Positioning motorsport as a "mobile laboratory," Bridgestone pours the valuable experience and cutting-edge technology gained from racing into the evolution of consumer-grade and commercial tires.

By entering Formula E, a cutting-edge platform, Bridgestone will further refine its technology and enhance its product and manufacturing capabilities. Working with various partners, Bridgestone advances sustainability initiatives across the entire value chain to create social value. Together with global motorsport fans and partners, Bridgestone will share the excitement and emotions of racing and passionately communicate its spirit to the world, continuing to contribute to the development of a motorsport culture, full of challenge and innovation for the future.

The Uniqueness of Formula E

Formula E is the world's leading all-electric motorsport championship governed by the FIA. Since its inception in 2014, all cars have competed using electric power and take advantage of the clean operation of electric powertrains. Races are held not only at international circuits around the world but also on street tracks in major cities such as Monaco, Sao Paulo, Sanya and Tokyo. Through active social media engagement and unique programs like FIA Girls on Track³, Formula E has rapidly expanded, amassing a global fan base of over 400 million. The sport is committed to 'Making Progress Thrilling' and continues to demonstrate electric racing can do more than inspire; it can drive real, measurable change.

Bridgestone's POTENZA Tires Supporting the GEN4

The GEN4 boasts extraordinary performance, including astonishing acceleration from 0 to 62 mph in just 1.8 seconds, a top speed of 208 mph, a staggering 600kW (815bhp) of peak power delivering high torque and permanent active All-Wheel Drive. As a result, the requirements for tires are higher than ever before.

To meet these high-performance requirements, Bridgestone has developed the POTENZA GEN4 tire. The POTENZA GEN4 features high grip to maximize vehicle performance, wide adaptability to diverse road and weather conditions worldwide and durability to maintain high performance from the start to the end of races.

Additionally, Bridgestone has newly developed the POTENZA GEN4 for TYPHOON TIRE⁴ rain tire, which enables stable driving even in heavy rain. The POTENZA GEN4 for TYPHOON TIRE provides excellent grip performance even in wet conditions with a large amount of water on the road.

By supplying these two types of tires, the POTENZA GEN4 and the POTENZA GEN4 for TYPHOON TIRE, Bridgestone will passionately support the excitement of Formula E racing in all road and weather conditions.

Commitment to Creating a Better Future

For the GEN4 tires, Bridgestone has achieved a 65%⁵ ratio of recycled and renewable materials⁶ allocated to every tire by using raw materials such as carbon black derived from pyrolysis oil of end-of-life tires and silica derived from rice husks. The natural rubber used is sourced from supply chains that have undergone due diligence by Bridgestone, comply with the GPSNR⁷ Assurance System and are verified by a third party. Furthermore, to achieve carbon neutrality in tire manufacturing, 100% renewable energy is allocated for both heat and electricity used in production, and CO₂ emissions are able to be reduced by promoting low-carbon transportation⁸ for logistics. In addition, Bridgestone is advancing sustainability initiatives across its entire value chain through co-creation with partners, including initiatives such as chemical recycling of end-of-life tires.

Bridgestone Formula E World Premiere Was Held in Rome, Italy

Ahead of the 2026/27 Season, the Bridgestone Formula E World Premiere was held in Rome, Italy, on Sept. 30. The event was attended by representatives from the FIA, Formula E, teams, drivers, global media and influencers. At the event, Yasuhiro Morita, Global CEO of Bridgestone Corporation, expressed his passion for entering the ABB FIA Formula E World Championship, and Hiroshi Imai, CPO (Chief Product Officer), Global Motorsports and Emilio Tiberio, WEST CTO (Chief Technology Officer) introduced the tire technology supporting the GEN4. The GEN4 tires featuring the new Bridgestone motorsport logo and design elements were unveiled to the world for the first time.

In the afternoon, at Bridgestone's Technical Center Europe, the tire production site and behind-the-scenes tire development by engineers and test drivers for the GEN4 were also introduced.

Yasuhiro Morita, Global CEO and Representative Executive Officer, Bridgestone Corporation:

Our return to the FIA World Championship is an exciting re-entry that embodies Bridgestone's history of passion and innovation. Under our Mission "Serving Society with Superior Quality," we have continued to push the limits with an insatiable quest for performance and a sense of responsibility for a better future through motorsport activities. On the supreme stage of Formula E, we will further evolve the balance of performance and sustainability and pioneer a new future for mobility. Together with organizers, teams, drivers, partners and fans, we look forward to

creating a new future.

Jeff Dodds, CEO, Formula E:

We are delighted to welcome Bridgestone to Formula E as our sole tire supplier for the 2026/27 Season and beyond. Combining rich motorsport heritage with cutting-edge sustainable innovation, Bridgestone is a fitting partner as we embark on this exciting new era. The GEN4 car represents the pinnacle of sustainable motorsport design, and we look forward to working with Bridgestone as we continue to redefine electric racing and lead the race for progress both on and off the track.

Marek Nawarecki, Senior Circuit Sport Director, FIA:

Bridgestone's appointment as the sole tire supplier for the ABB FIA Formula E World Championship marks an exciting new chapter as we enter the GEN4 era. The tires will play a key role in delivering the performance and efficiency expected from this new generation of Formula E cars. Building on the collaboration already established during the development of the GEN4 tires, we look forward to continuing this work with Bridgestone, Formula E and the teams to deliver tires that meet the demanding requirements of the ABB FIA Formula E World Championship and contribute to close, competitive racing for drivers and fans.

Hiroshi Imai, Executive Officer, CPO, Global Motorsports, Bridgestone Corporation:

We are truly delighted to showcase Bridgestone's technology and passion to the world on the new stage of Formula E. In developing the POTENZA GEN4, we pushed the limits of our technology to fully unlock the overwhelming performance of the GEN4. In particular, the newly introduced POTENZA GEN4 for TYPHOON TIRE represents a symbolic evolution for the GEN4 era, enabling drivers to confidently take on even wet conditions. By supporting the dramatically evolved GEN4 from the ground up, we are also advancing initiatives toward carbon neutrality and resource circulation, striving to realize sustainable motorsport. We will continue to deliver the superior quality to circuits around the world, bringing new excitement and inspiration to racing fans worldwide.

Title Sponsorship for Four Races in the 2026/27 Season

Bridgestone will supply tires for all races in the 2026/27 Season and enliven the events through various activations. Furthermore, Bridgestone will serve as the title sponsor for the following four races, carrying out special activations to enhance the enjoyment of the races.

Round(s)	Date(s)	Location
Round 3	January 16, 2027	Mexico City, Mexico
Round 10 & 11	May 8-9, 2027	Berlin, Germany
Round 18 & 19	July 10-11, 2027	Shanghai, China
Round 20 & 21 (Final)	July 24-25, 2027	Tokyo, Japan

For more information on Bridgestone's Formula E initiatives, please visit the special website below.
<https://fe.bridgestone.com>

Media information: Karina Gonzalez // GonzalezKarina@bfusa.com

¹ Federation Internationale de l'Automobile

²The 2026/27 Season is scheduled to start in December 2026 and feature 21 races in various countries around the world through July 2027. For the detailed event schedule, please refer to the Formula E website.
[SEASON 13 CALENDAR: Where will Formula E be racing in 2026/27](#)

³ A program that provides learning opportunities to expand the roles and participation of women in the world of motorsports.
[Formula E FIA Girls on Track - ABB FIA Formula E World Championship](#)

⁴ "TYPHOON TIRE" is a specification name by FIA for heavy wet tires to be used in ABB FIA Formula E Championship race.

⁵ The 65% ratio of recycled and renewable materials includes resources certified under the ISCC PLUS scheme, using the mass balance approach as the chain of custody. ISCC PLUS certification is a system developed by the International Sustainability & Carbon Certification (ISCC). It certifies raw materials derived from biomass and other renewable materials, and products using raw materials derived from recycled materials, verifying the sustainability characteristics of the raw materials across the supply chain. In the mass balance approach, during the processing and distribution process from raw materials to products, raw materials with certain characteristics (e.g., materials derived from biomass and other renewable materials) are physically mixed with raw materials that do not share such characteristics (e.g., raw materials derived from fossil fuels), while the proportions of each are recorded separately. In this approach, the amount of certified raw materials allocated to a product matches the amount procured at the start of production.

⁶ Recycled material has been reprocessed from recovered [reclaimed] material by means of a manufacturing process and made into a final product or into a component for incorporation into goods or services. Renewable material is composed of biomass from a living source and can be continually replenished. The material shall come from sources that are replenished at a rate equal to or greater than the rate of depletion. (These definitions are based on ISO 14021: 2016).

⁷ GPSNR (Global Platform for Sustainable Natural Rubber): Established in November 2017 under the leadership of CEOs from companies participating in the Tire Industry Project (TIP) of the World Business Council for Sustainable Development (WBCSD), as a global platform for sustainable natural rubber.

⁸ For the GEN 4 tire shipment, Bridgestone works with DHL and utilize DHL's GoGreen Plus solution.

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 Formula E

The ABB FIA Formula E World Championship is known as the next evolution of motorsport. As the world's first all-electric series, Formula E operates as a living laboratory where innovation, precision science, and visceral adrenaline collide. We are not the electric version of anything; we are a progressive challenger built to rewrite the rules of elite sport. The Championship, which has achieved the landmark milestone of 150 races, serves as a vital test bed for the world's leading automotive manufacturers, including Porsche, Jaguar, Nissan, Stellantis, Mahindra, and Lola Cars, to innovate and refine the electric vehicle (EV) technologies that accelerate future urban mobility.

Driven by a different energy, Formula E makes progress thrilling by uniting elite spectacle with uncompromising sustainability. As the world's first and only Certified B Corp sport and the first to achieve the BSI Net Zero Pathway certification, Formula E sets the global benchmark for climate action, showing what progress looks like at full speed—not in a lab or boardroom, but on the streets of iconic cities worldwide. Defined by equal parts rebel and creator, Formula E delivers unpredictable, wheel-to-wheel competition. Across 12 seasons, the series has crowned 10 different champions, proving to be one of the most open and competitive titles in global sport. Built on purposeful ambition, fearless action, and bringing fans closer to the action, Formula E engages a new generation of culture drivers who are excited to shape the future.

www.FIAFormulaE.com

For Formula E media enquiries, please contact media@fiaformulae.com

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