

News Release



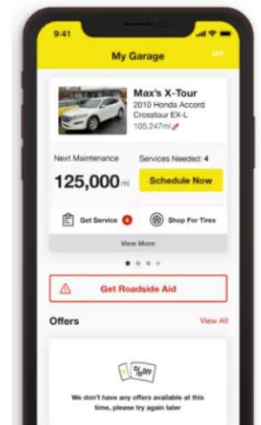
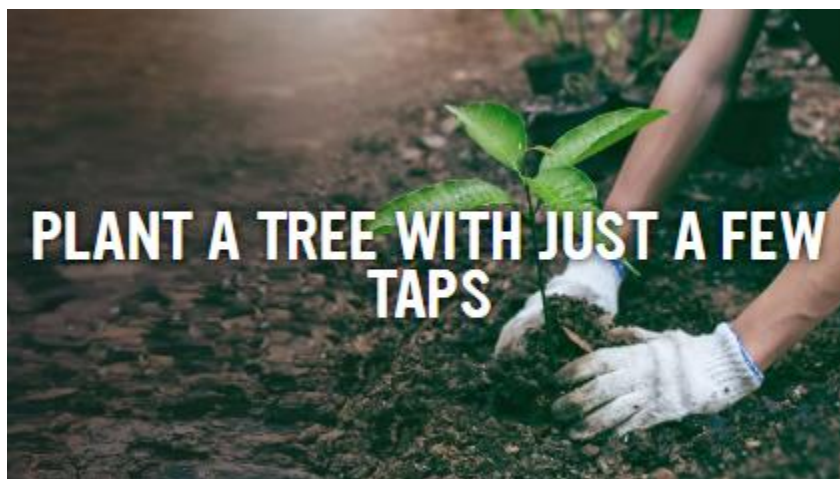
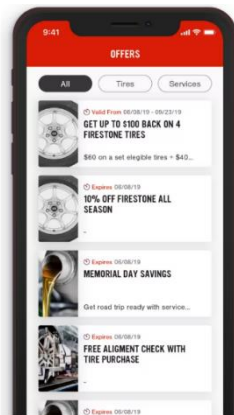
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For Immediate Release

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Bridgestone To Plant Nearly 59,000 Trees Following Annual Campaign



NASHVILLE, Tenn. (June 16, 2026) – [Bridgestone Retail Operations](#) (BSRO), a subsidiary of [Bridgestone Americas](#), today announced nearly 59,000 trees will be planted in communities nationwide as a result of the company’s fourth annual “Download the App, Plant a Tree” campaign. Since 2023, the initiative has planted more than 244,000 trees by encouraging customers of Firestone Complete Auto Care and Tires Plus to help the tire & automotive service locations reduce paper waste.

Between Earth Day (April 22) and the conclusion of Bridgestone’s Sustainable Business Week (May 12), BSRO partnered with The Nature Conservancy to plant a tree for every new [My Firestone](#) and [Tires Plus](#) app download. This year’s campaign generated close to 59,000 app downloads, resulting in the donation and planting of almost 59,000 tree seedlings.

“We are proud to see this campaign continue to grow and support Bridgestone’s long-term sustainability goals,” said Marko Ibrahim, president, BSRO. “By helping expand green space in communities across the country, our stores are demonstrating what it means to live out our Promise to Care.”

Since the start of Bridgestone’s “Download the App, Plant a Tree” campaign, the company has donated nearly 244,000 tree seedlings as part of a 3,600-acre conservation project. Bridgestone has partnered with [The Nature Conservancy](#) for two years in a row to help reforest flood prone areas in the Mississippi Delta region, protecting at-risk farmland. Additionally, Bridgestone donated over 5,700 acres of land to The Nature Conservancy in Tennessee in 2018, the largest land donation in the chapter’s history.

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 2,200 retail locations through a transition to digital processes. In addition to the campaign, BSRO’s 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](#).

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](#) or follow [@nature_press](#) on X.

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