



## QUALITY MISSION STATEMENT

Creating Customer Value & Trust

To create a global framework in collaboration with all related Bridgestone entities and stakeholders to proactively identify, prioritize and address customer quality issues in keeping with the intentions of our founder to: “Serve Society with Superior Quality”

The purpose of the Quality Mission Statement is to empower our future direction based on the spirit of our founder, Shojiro Ishibashi, by bringing Bridgestone’s DNA and the proud heritage of quality and continual improvement to new generations of Bridgestone employees. Through innovation and employee engagement, we can achieve unparalleled quality, not only in manufacturing, but also throughout the value chain and in all products and services delivered to the customer.

All Bridgestone Group global business domains, functions and employees create customer value and trust through innovation and improvements.

