

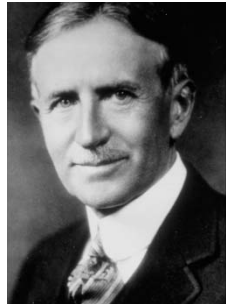


commitment to the environment



### Deep Roots

Born on a farm in rural Ohio, Harvey Firestone developed a love of the land. More than just providing food for the family, it brought enjoyment and pleasure. After he founded The Firestone Tire & Rubber Company in 1900, the respected businessman reveled in being outdoors. He shared his love of nature, and of new ideas, on camping trips with the era's foremost naturalist John Burroughs, inventor Thomas A. Edison and industrial icon Henry Ford.



Harvey Firestone – founder of The Firestone Tire & Rubber Company

Half a world away, on the southern Japanese island of Kyushu, Shojiro Ishibashi too felt a closeness with nature – enjoying the scenic beauty of Japan's streams and rivers, mountains and tended gardens. He held a deep reverence for the beauty of his country, and shared his love of art with nature themes by constructing the Ishibashi culture center.



Shojiro Ishibashi – founder of the Bridgestone Corporation

At Bridgestone Americas Holding, Inc., we continue their legacy by being a friend of the environment and a good neighbor, while continually developing new ideas for a better tomorrow.

We have enhanced land for wildlife habitats near our manufacturing sites. We've donated thousands of acres for wilderness preserves. We encourage environmental stewardship through youth educational programs. We design and build products that help conserve natural resources. And we work aggressively to ensure our facilities don't harm their local environment, but instead, enrich it.

That's just part of our heritage. And for the 50,000-plus men and women of our company, it's a very important part.



### Support For Environmental Protection

We support numerous organizations which share our commitment and help to protect the environment, including: Keep America Beautiful, The Wildlife Habitat Council, The Nature Conservancy, The Conservation Fund, The Cumberland River Compact, the Tennessee Wildlife Heritage Trust and others.

We know teaching young people to respect and preserve nature will have far-reaching benefits. For that reason, we also support programs involving the Boy Scouts of America, Boys and Girls Clubs, Future Farmers of America, The First Tee, 4-H, Kids for a Clean Environment and other regional organizations and activities.

A tradition since 1952, the Bridgestone/Firestone Trust Fund supports numerous projects and initiatives in communities across America. We're grateful to have these opportunities to make a difference in the world our children will inherit.

Top photo: Harvey Firestone, right, enjoyed camping trips with Thomas Edison, center, and naturalist John Burroughs.

### Our Tires Just Keep Getting Better

While we design, manufacture and sell a variety of products, we're best known for our tires. We make several thousand types and sizes of these familiar but amazing rubber rings, for just about every type of vehicle. From tires more than 13 feet tall to just inches high, we help move people, products and raw materials around the world safely, efficiently and comfortably.

Innovative new materials, product designs and manufacturing processes developed by Bridgestone/Firestone chemists and engineers are now making tires last longer (over twice as long as in 1973). That helps conserve natural resources and reduces the number of waste tires. Because we make such high quality truck tires, our customers save materials and money by retreading them over and over, running some beyond one million miles!

We're working to ensure tires are among the most recovered and recycled consumer products in the U.S., currently at a rate of about 80%. Bridgestone Japan (our parent company) developed a patented technology for recovering the fuel value and iron in tires for cement manufacturing, and then donated the patent for use around the world. And we're leaders in the Rubber Manufacturer's Association, Environmental and Resource Recovery Committees and many other groups working to improve industrial environmental performance.

Our tires are better than ever. Today our tires provide a quieter, more comfortable ride, with a better balance of handling, traction and longer life than they ever have before. And we continually work to reduce rolling resistance, enabling cars and trucks to consume less fuel, creating less air pollution.

We know Harvey Firestone and Shojiro Ishibashi would be proud of how the agricultural tires we produce today save energy and help conserve land by reducing soil compaction and making farming more efficient. They would also appreciate how our other products are helping our customers reduce their environmental footprint.

### Other Products, Other Benefits

Our insulation and reflective roofing materials provide comfort and efficiency, lowering heating and cooling costs while reducing fossil fuel use, resulting in cleaner air for all. We've eliminated use of ozone-depleting chemicals at all of our insulation plants, well ahead of the requisite date (and ahead of our competitors).

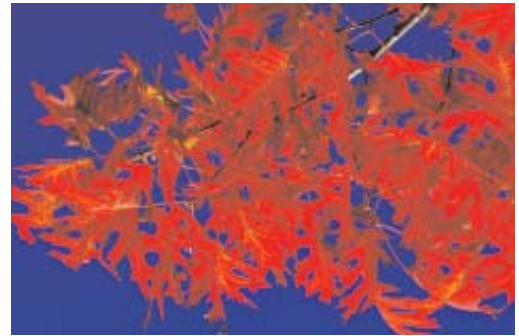
Our pond and irrigation liners conserve water, control flooding and erosion, and provide water for fire control.

Our specialty elastomers help bring you fresher, healthier foods through improved packaging during transport and storage.

Our fibers and textiles help you keep in touch with nature in boat lines, climbing rope, tents and other outdoor equipment.

Our Airide air springs protect your goods enroute to market by providing a smoother ride in cargo trucks. They also enable instant and accurate cargo weighing for higher efficiency, while protecting highways from damage by overloading.

The Firestone Mean Machine, below, tests agricultural tires at the company's test facility in Columbiana, Ohio.



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## Pollution Prevention

Compliance with applicable environmental laws is our minimum standard. We don't stop there - we pursue pollution prevention and environmental stewardship as hallmarks of our operations. From our manufacturing sites to our thousands of tire and service centers, we're committed to conserving natural resources, not only through waste reduction and recycling, but also by finding ways to help improve local ecological resources.



*Bridgestone/Firestone engineers have developed tires with low rolling resistance to improve fuel efficiency for cars and trucks. Decreased rolling resistance is especially important in hybrid gasoline-electric vehicles such as the Honda Insight.*

## Cleaner Plants

Environmental management systems (EMS) are in place at all our major manufacturing plants, and we're committed to having even our smallest plants ISO 14001 certified by 2007. Our EMS are certified by third-party registrars to ensure our facilities meet world-class environmental management standards.

We're finding ways to balance our facilities' footprints with their local environments. We've created wildlife habitats adjacent to facilities and we constantly seek improvements and efficiencies that help safeguard air and water quality.

We continually look for opportunities to use energy more efficiently, including such innovations as using a waste material as clean-burning fuel, along with a myriad of other ways to limit our fossil fuel and electricity use. We're proud to be a member of the Tennessee Valley Authority's Green Power purchasing program, and we work hard to reduce emissions of all types.



## Greener Stores

We sell our tires at thousands of retail outlets throughout the U.S. and Canada. Some 22,000 employees in our company-owned retail networks - Firestone Tire & Service Centers, ExpertTire, TiresPlus and GCR Truck Tire Centers - understand the importance of being good neighbors in their communities. Part of that role is providing car and tire maintenance that enables better fuel efficiency, thereby reducing air pollution.

We train our store associates to properly handle used tires, oil, batteries, antifreeze, Freon and auto parts for beneficial reuse and recycling. Our store associates learn the proper procedures for handling shop floor wash water and air conditioner chlorofluorocarbons, for example, and they have a clear action plan in the case of an environmental emergency.

We rigorously inspect our stores to assure effective management of all systems, ranging from wastewater and storage tanks to records maintenance. We check all facets of an operation that could affect the community. And our stores support Keep America Beautiful activities in numerous communities. We believe it's good business to keep our stores "cleaner and greener;" it's part of being a good neighbor.

## For Future Generations

In many different locations, Bridgestone Americas Holding, Inc. donates land, time and funding to the efforts of groups working to improve the habitat of both people and wildlife. These places provide a setting that helps bring a sense of peace and a connection with nature and one another; where our children and children's children can return to share the experience.

The largest of these preserves is a 10,000-acre tract of land on the Cumberland Plateau in Tennessee. Called the Bridgestone/Firestone Centennial Wilderness, it provides public access to more than 15 miles of the headwaters and tributaries of the Caney Fork River. The spectacular terrain also supports rare and endangered plants and animals, with flourishing bird populations from hummingbirds to wild turkey.

Our programs are a catalyst for community improvements across America. One example is the Woodlawn "New Beginnings" site restoration for wildlife habitat in Maryland, where we're working with federal, state and local agencies and neighbors to transform and revitalize a former landfill and adjoining land so it can be enjoyed by both people and wildlife. Another is The First Tee of Memphis project, where we're working together with area leaders and the local community to establish a youth life-skills training center and green space. And we provide support for the 2 million plus volunteers in more than 14,000 communities across the country who donate over 7 million hours yearly in the Great American Cleanup sponsored by Keep America Beautiful.



## Recognition

We're delighted that our environmental programs are noticed and honored. More importantly, we know they will help ensure cleaner air and water, and better use of the land for generations down the road. A few notable honors we've collected:

- Green Partner Award from Honda of America Manufacturing
- Natural Heritage Conservation Award
- National Stewardship Award
- Kodak American Greenway Award
- Industrial Conservationist of the Year
- Tennessee Trails Award
- Recognition of Achievement Award for Environmental Leadership
- USEPA 33/50 Award

*Bridgestone/Firestone Centennial Wilderness on the Cumberland Plateau in Tennessee.*

## Working Together for Environmental Improvement

Several of our manufacturing facilities achieved charter membership in the United States Environmental Protection Agency's National Environmental Performance Track, and more have qualified since. This program recognizes and rewards members for their commitment to sound environmental management, continuous environmental improvement, local community involvement and a strong record of compliance with environmental regulations.

Bridgestone/Firestone North American Tire, LLC is the only tire company participating in this voluntary program. As part of Performance Track, we're constantly looking for additional ways to reduce emissions and improve environmental management. We hope our efforts will not only prevent pollution at our facilities, but encourage other businesses and industries to seek similar positive measures.



*The National Environmental Performance Track recognizes high levels of environmental performance at approved facilities. To learn more, visit [www.epa.gov/performance-track](http://www.epa.gov/performance-track) or call 1-888-339-PTRK.*

## Bearing Fruit

Our company's founding fathers bestowed us with guiding principles that remain strong across the generations. To this day we apply Harvey Firestone's objective of "Best Today, Better Tomorrow," and Shojiro Ishibashi's standard of "Serving Society with Superior Quality" to our environmental programs and performance.



*The Bridgestone Ecopia tire, above, is an example of our company's effort to develop environmental-friendly products.*

## For More Information

[www.bridgestone-firestone.com/about/index\\_enviro.asp](http://www.bridgestone-firestone.com/about/index_enviro.asp)  
[www.centennialwilderness.com](http://www.centennialwilderness.com)  
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