

## Latin American Market:

### BFMX Receives "Business For Social Responsibility" Award

The Mexican Center of Philanthropy, a nonprofit that aims to promote a philanthropic and socially responsible culture in Mexico, developed a program that honors companies that have voluntarily achieved the highest standards in four areas of corporate responsibility: business ethics, workplace, environment and community. For the past six years, the Center has recognized these companies with the "Business for Social Responsibility" award.

During a recent ceremony, Bridgestone Firestone Mexico (BFMX) became one of 124 companies in Mexico—and the only tire company—to be honored with this prestigious award.

"This award is the result of business policies BFMX established years ago—and the teamwork of all of our teammates—that exceed the expectations of corporate social



*Bridgestone Firestone Mexico President Eduardo Minardi is interviewed after accepting the prestigious award on behalf of the company.*

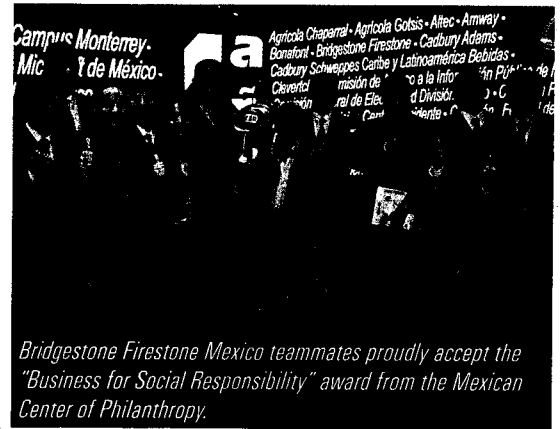
responsibility," said Eduardo Minardi, president of BFMX. "Being a recipient of a Business for Social Responsibility award demonstrates our commitment to the communities we serve and to the environment. A commitment we proudly honor."

As part of its business strategy, BFMX operations are based on the core values of trust, quality and pride. It is dedicated not only to providing products and services that exceed customer needs, but is also committed to operating in a safe and environmentally responsible manner. For instance, the company's two Mexican manufacturing plants have been

designated Safe and Clean Industries and are certified to the highest quality standards, including ISO 14000, ISO 9000 and most recently ISO/TS 16949.

In addition, the company has developed public service programs that provide support to its communities, such as the Bridgestone Safe-Driving Tips campaigns that air on three major radio networks.

The Business for Social Responsibility Award is presented by the Mexican Center of Philanthropy and supported by AliaRSE, a global network of national organizations that contributes to social responsibility in Mexico.



*Bridgestone Firestone Mexico teammates proudly accept the "Business for Social Responsibility" award from the Mexican Center of Philanthropy.*