Green

Clean
Low-emission vehicles, hybrid cars, electric vehicles and fuel-cell vehicles all require special tires to make the most of their ecological potential. Our Ecopia tires earns high marks for low rolling resistance on energy-saving vehicles. In 2002, we added truck and bus tires to the Ecopia lineup.

Recycled
Bridgestone technology helps convert tires into useful fuel. Scrap tires are the main fuel for an electrical generating facility at our Tochigi Plant (above). With a Japanese producer of cement, we have developed technology for burning tires cleanly as fuel in cement kilns. And we have made the relevant patents available free of charge to interested companies in Japan and elsewhere.

Minimizing the environmental impact of products and operations is a core emphasis at all Bridgestone Group companies. We also develop new kinds of products and technologies to help restore and maintain a sound environmental balance.

Our Ecopia tires feature industry-leading advances in reducing rolling resistance while maintaining reliable grip. We permit fuel-saving weight reductions with our runflat passenger car tires, which eliminate the need for carrying a spare tire, and with our GREATEC extrawide tires, which replace dual-tire configurations on trucks and buses. Another environmental benefit of GREATEC tires is the reductions that they permit in rubber consumption and scrap.

Systematic efforts at Bridgestone Group plants around the world are raising energy efficiency and reducing industrial waste. In addition, we are taking the lead in measures for recycling scrap tires. Those measures include developing technologies for incinerating tires cleanly to recover energy from them in cement kilns. Our recycling efforts also include product applications--such as rubberized paving materials--for scrap tires. Retreading services for truck and bus tires and for aircraft tires are another way that Bridgestone Group companies conserve resources.

The environment also is a big consideration in our product development work in diversified operations. The functional films that we supply for electric solar cells will help increase the availability of clean energy.

Quiet
Noise management is a special strength at Bridgestone. We have accumulated a great deal of expertise in acoustical analysis through our work in minimizing noise on the road. That expertise underlies a line of business in noise-reducing panels. Those panels render service alongside railways and highways throughout Japan.

Pleasant
Beautifying the environment around our plants (top) is a Bridgestone tradition. We work to ensure that the area around a new Bridgestone Group plant is even more attractive than before we came. The Japanese government has recognized our efforts repeatedly with prestigious awards for plant beautification. Odor-purging technology (above) also helps ensure a pleasant environment around our plants.