



MotoGP

MEDIA INFORMATION 2011

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CATALUNYA/SILVERSTONE/ASSEN/MUGELLO
SACHSENRING/LAGUNA SECA/BRNO/INDIANAPOLIS
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MotoGP MEDIA INFORMATION 2011

BRIDGESTONE
Motorsport

CONTENTS

1 INTRODUCTION

- 05 Message from Shoshi Arakawa
- 06 Welcome by Mikio Masunaga
- 07 Message from Hirohide Hamashima

2 SEASON INFORMATION

- 11 2011 entry list
- 12 Bridgestone in MotoGP
- 14 Q&A with Hiroshi Yamada
- 15 Q&A with Tohru Ubukata
- 16 Introduction to the teams
- 19 2011 circuit guide and tyre severity rating

3 REGULATIONS

- 28 2011 tyre regulations
- 30 Tyre allocation process

4 BEHIND THE SCENES

- 35 Bridgestone's road tyre line up
- 36 Tyre production process
- 38 From rubber tree to racetrack
- 40 From racetrack to road
- 42 Glossary
- 43 Results on Bridgestone tyres
- 44 Frequently Asked Questions

5 PR SERVICES

- 47 Bridgestone Motorsport media services
- 48 Meet the Bridgestone management team
- 50 Who's who in the paddock
- 52 Bridgestone Motorsport media website

6 CORPORATE INFORMATION

- 55 Motorsport contact information
- 56 Bridgestone in motorsport
- 58 MAKE CARS GREEN
- 60 Did you know?
- 62 World PR contacts
- 66 Motorsport calendar





MESSAGE FROM SHOSHI ARAKAWA

Chairman of the Board, CEO and President, Bridgestone Corporation

Last year I am proud that we had another successful season as the Official Tyre Supplier to the FIM MotoGP World Championship. We strived to continue to provide all teams and riders with fair and equal support of the highest level, and I am confident that we achieved this.

It wasn't without the continued and full support of all the teams, riders, Dorna, the FIM and you. For this I am truly grateful and honoured. Without these relationships that have been nurtured over the years we could not have achieved and delivered all that we have been able to so I must express my sincere thanks.

MotoGP continues to be a valuable global communications platform and developmental ground for Bridgestone, allowing us to produce and showcase better performing, safer, more long-lasting and therefore more environmentally friendly motorcycle tyres for consumers worldwide.

We achieved a milestone of 150 Grands Prix starts in MotoGP in 2010; an achievement of which I am very proud and that adds to Bridgestone's rich heritage in the world's top motorsport series.

I promise to dedicate all our strength with our service to MotoGP throughout the 2011 season as we have done in the past. I wish to express our gratitude for the continuing understanding and support of Bridgestone's motorsport activities.

***We achieved a milestone of 150
Grands Prix starts in MotoGP in 2010;
an achievement of which I am very proud***



WELCOME BY MIKIO MASUNAGA

*Vice-President and Official Member of the Board,
Bridgestone Corporation*

I am very proud of our participation in MotoGP and all that we have been able to achieve in just nine seasons since our debut in the premier class of world championship motorcycle road racing. Bridgestone has a prestigious motorsport history and MotoGP forms an important part of our heritage.

MotoGP is a very important platform for Bridgestone as it enables us to showcase our brand and tyre technology globally.



Last year our involvement in MotoGP saw the Bridgestone brand broadcast, via television, to more than 200 countries and into 226 million homes, making it very valuable in maintaining our global presence.

I believe there is no better environment in which to prove the performance and safety of our products, and being in the unique situation of working closely with the best riders in the world helps us develop our technology and expertise for the benefit of our customers.

MotoGP continues to be directly relevant and beneficial for our consumer motorcycle tyres and there are clearly defined paths for the developments

and successes made on the racetrack to reach our Battlax road tyres.

Throughout the world people ride motorcycles for many different reasons; for sport, for fun or as an essential means of transport, and it is our wish that through participation in MotoGP we may develop road tyres that will benefit all of our customers.

We are focused on using our involvement in MotoGP to continually improve the safety and performance of our consumer tyres, which we hope will ultimately help contribute to safer, more sustainable and more enjoyable riding across the world.

MotoGP is a very important platform for Bridgestone as it enables us to showcase our brand and tyre technology globally.

MESSAGE FROM HIROHIDE HAMASHIMA

Director of Bridgestone Motorsport Tyre Development

One of the main changes between an era of tyre competition and single tyre supply is the rate of tyre development. It is true that tyre development in MotoGP has slowed now, partly due to restrictions in testing and partly to allow us to be consistent in our supply to teams, allowing them greater continuity with their own development programmes.

Having said this, we always listen carefully to the riders and their feedback and respond as best we can, which last year meant developing a new extra soft asymmetric rear slick mid-season that we debuted towards the end of the year at the colder races.

Tyre development remains a very important aspect of our MotoGP participation however as we learn a great deal from our 'test riders' that we are using to continually improve our road tyres.

In the past situation of tyre competition in MotoGP, race tyre development led to fantastic performance on the track that was translated to the road, but technology transfer is even greater with the current situation of single tyre supply. In the single

tyre era we can identify many desirable road-going tyre characteristics in our race tyres, such as improved performance and grip from cold, and the ability of a single tyre to cope with a wider range of temperature and track conditions. Importantly, I am proud that even with this shift it is clear that the performance of our MotoGP tyres has not been affected as eight new lap records were set in 2010.

This shift also means that we now have more resource to transfer this technology to the road, which has led to the recent production of highly-acclaimed tyres such as the Battlax BT-016 PRO Supersport tyre and the BT-023 Sport Touring tyre.

This change in development focus, coupled with the most precise feedback and data we receive from the best riders in the world, has allowed us to make what we learn and develop from our success in MotoGP much more relevant to our consumers around the world, with the technology developed on the track directly benefitting our customers with products that perform better and last longer whilst also being safer.

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SEASON INFORMATION



2011 ENTRY LIST

In 2011 there have been many changes to MotoGP's rider line-up including some high profile and much publicised team switches, but once again Bridgestone will support equally and fairly every rider on the grid.

MotoGP Riders

Nº	Rider	Nationality	Team	Machine
1	Jorge LORENZO	SPANISH	YAMAHA FACTORY RACING	YAMAHA
4	Andrea DOVIZIOSO	ITALIAN	REPSOL HONDA TEAM	HONDA
5	Colin EDWARDS	AMERICAN	MONSTER YAMAHA TECH3	YAMAHA
7	Hiroshi AOYAMA	JAPANESE	SAN CARLO HONDA GRESINI	HONDA
8	Hector BARBERA	SPANISH	MAPFRE ASPAR TEAM	DUCATI
11	Ben SPIES	AMERICAN	YAMAHA FACTORY RACING	YAMAHA
14	Randy DE PUNIET	FRENCH	PRAMAC RACING TEAM	DUCATI
17	Karel ABRAHAM	CZECH	CARDION AB MOTORACING	DUCATI
19	Alvaro BAUTISTA	SPANISH	RIZLA SUZUKI MOTOGP	SUZUKI
24	Toni ELIAS	SPANISH	LCR HONDA MOTOGP	HONDA
26	Dani PEDROSA	SPANISH	REPSOL HONDA TEAM	HONDA
27	Casey STONER	AUSTRALIAN	REPSOL HONDA TEAM	HONDA
35	Cal CRUTCHLOW	BRITISH	MONSTER YAMAHA TECH3	YAMAHA
46	Valentino ROSSI	ITALIAN	DUCATI TEAM	DUCATI
58	Marco SIMONCELLI	ITALIAN	SAN CARLO HONDA GRESINI	HONDA
65	Loris CAPIROSSI	ITALIAN	PRAMAC RACING TEAM	DUCATI
69	Nicky HAYDEN	AMERICAN	DUCATI TEAM	DUCATI

Rider changes/new riders for the 2011 season are highlighted in grey.

BRIDGESTONE IN MotoGP

Now in the third season as Official Tyre Supplier to MotoGP, Bridgestone's rise has been rapid having only entered the top category of motorcycle road racing in 2002, though the Japanese manufacturer first competed in national racing three decades ago.

1984

Bridgestone participates in competitive motorcycle racing for the first time, supplying riders in the 250cc class of the All-Japan Championships. Bridgestone also starts competing in the 500cc classes during the 1980s

1987

Wildcard 250cc Honda rider Dai Kobayashi scores Bridgestone's first podium in a World Championship event with a win at Suzuka

1991

Bridgestone makes its World Championship debut in the 125cc category

2002

Bridgestone enters MotoGP with two teams; Kanemoto Racing and Proton Team KR. Jeremy McWilliams (Proton Team KR) claims the first Bridgestone-shod pole position in Australia

2004

Bridgestone supplies Camel Honda, Kawasaki Racing and Team Suzuki in MotoGP. Tamada (Camel Honda) claims the first two wins for Bridgestone in Brazil and Japan just two years after the manufacturer entered the top category

2006

Bridgestone's three manufacturer partners all record podium finishes, with Capirossi (Ducati) claiming three wins

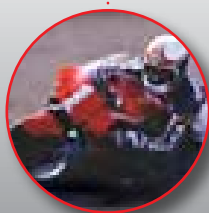
2008

Bridgestone supplies six MotoGP teams and 11 riders. Bridgestone-shod riders win 15 of the 18 races. In his first season with Bridgestone, Valentino Rossi (Fiat Yamaha) secures the premier class World Championship crown for the sixth time

2010

The year of Jorge Lorenzo as he takes his first World Championship title, finishing off the podium just twice all season in his second year on Bridgestone tyres. The top four riders all take wins and the top seven all stand on the podium. In Malaysia, Bridgestone celebrate their 150th Grand Prix start in the premier class

1984



1985

Bridgestone continues in the 250cc class and Dai Kobayashi wins the 250cc All-Japan Championship, marking Bridgestone's first major series title



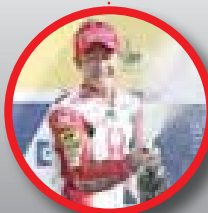
1989

Tadayuki Okada wins the 250cc All Japan Championship



2001

Bridgestone evaluates racing tyres in preparation for its graduation to motorcycle racing's premier class with 500cc machines



2003

Pramac Racing joins Proton Team KR in using Bridgestone tyres in MotoGP. Makoto Tamada (Pramac) finishes third in Brazil claiming Bridgestone's maiden podium at this level. Bridgestone exits the 125cc world championship with 30 victories and 85 podium finishes



2005

Bridgestone's popularity grows with the paddock and Ducati, Kawasaki and Suzuki all use the Japanese manufacturer's MotoGP tyres. Loris Capirossi (Ducati) scores Bridgestone-shod MotoGP wins in Japan and Malaysia



2007

Casey Stoner and Ducati become the first MotoGP World Champions on Bridgestone tyres. Bridgestone-shod riders win 12 of the 18 races, taking podium clean sweeps on five occasions. The season also marked Bridgestone's 100th MotoGP start in Valencia



2009

Bridgestone appointed as the Official Tyre Supplier to MotoGP for a period of three years, providing tyres and support to every team and rider. Five different riders win races and eleven stand on the podium during the year, and Rossi secures another championship title for Fiat Yamaha. Stoner marks the 50th MotoGP win on Bridgestone tyres in Australia



Q&A WITH HIROSHI YAMADA

Hiroshi Yamaha has been in the grand prix paddock since 1991 and now heads up the MotoGP programme as Manager of Bridgestone's Motorsport Department. Here he takes a look at the third year of competition as Official Tyre Supplier.

In the third year of single tyre supply, what do you think the challenges will be in 2011?

As far as tyre supply, allocation and regulations go there have been no significant changes since last year so we will continue working in the same way. Of course, we are always looking at aspects of our tyre supply and support service that we can improve, but over the last two years in this situation we have arrived at a system that is working well and everyone is happy with, so I see no reason to change. Continuity on our part is important to provide consistency for the riders and teams in their own development programmes.

From the riders' perspectives, this season we will have a permanent return to four practice sessions each Grand Prix weekend which will be a consideration for each rider as to when and how they use their tyre allocation, but this

was the case at the end of last year and there were no problems for anyone.

There are no new circuits for us to prepare for this year and we now have data for Silverstone and Aragon from last season too, but there have been a lot of rider changes so we must work hard at developing new relationships to enable us to ensure fair support of everyone.

There have been a lot of high-profile rider changes for this season. How does that affect the way in which you provide tyres and support to everyone?

The relationship between Bridgestone and the riders is very important, both for us and for their confidence and trust in us, and for those riders who have moved team this relationship of course still exists, but at their new teams they will have a new Bridgestone engineer, and of course our engineers will have to work with new riders. The relationship between rider and engineer is very important and so we must all continue to work hard to build these strongly as quickly as we can.

In total there are nine rider movements this season, including two new riders and a new team so there is quite a lot of change, but we are relishing the change and looking forward to continuing to work with the existing riders, welcoming Toni Elias back and MotoGP rookies Cal Crutchlow and Karel Abraham and his new team Cardion AB Motoracing.

What are the aims and objectives for Bridgestone this season?

Again this year we'll continue to strive to provide every rider fairly and equally with the best level of support and the highest degree of quality control in our tyres, and play our part in making for close and exciting racing in MotoGP. It's also very important for us to gather as much tyre data as we can from all of the teams and riders to benefit us in our continual road tyre development.

Q&A WITH TOHRU UBUKATA

Tohru Ubukata is the General Manager of Bridgestone's Motorsport Tyre Development Department and the technical mastermind behind Bridgestone's rise in MotoGP with experience in F3000, IndyCar and Formula One. Here he talks about the challenges faced in 2011.

Has there been any tyre development during the winter?

Yes we have been developing our MotoGP tyres over the winter, using data we gained from our new tyre test in Valencia at the end of last year as part of our continued fundamental study for future tyre development in both MotoGP and our new road tyres. In 2011 right from the first test we are continuing our fundamental future development work and the technology transfer from MotoGP to the road in our Battlax tyres remains very important.

Are there any changes to the tyre line-up in 2011?

For this season we've developed an improved soft compound rear slick tyre designed to provide better performance with colder track temperatures. Other than that, our tyre line-up remains the same as last year, including wet tyres.

The extra soft compound rubber that we introduced from Phillip Island last year received positive feedback from the riders so we will use it again this year right

from the start of the season and bring it to more races where we can expect the temperature to be cooler. We developed it specifically after listening to comments and requests from the riders last year, and they requested to use it again in 2011.

Especially with four practice sessions at every race this year, there is more chance of cold Friday and Saturday morning practices so the softer compounds will be even more important this year.

The bond and understanding between teams, riders and tyre engineers is very important. How will the rider changes for this season affect these working relationships?

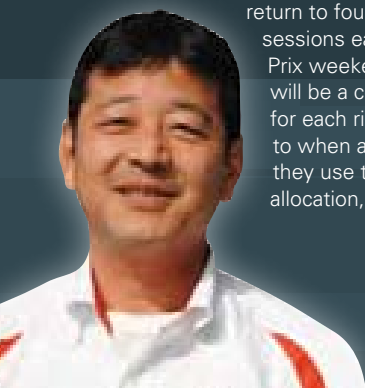
These relationships are of course very important and we have started working hard already to build them with the new riders and those riders who have changed teams, starting from the Valencia test at the end of last year.

Of course these riders who have moved will have new Bridgestone engineers this season but they have already started working well in Valencia so I am very

confident all the relationships will be up to speed before the start of the season, putting us in a strong position to support everyone equally by the first race.

Continuity of most of our tyre compounds from last year also helps the teams and riders in times of change as, for example, Valentino Rossi understands our tyres well so this is one fewer new variable for him at Ducati, and similarly for Casey Stoner at Honda.

In some ways, the importance of our tyre engineers is even greater for those riders who have moved teams as the engineers already have experience of the tyres with each team's bikes and so can support the new riders with valuable information.

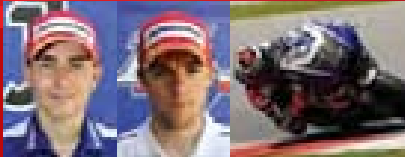


INTRODUCTION TO THE TEAMS

Despite being relatively young in the sport, Bridgestone has a rich past with many of the teams. Here, we summarise the major milestones in each of the relationships.

YAMAHA FACTORY RACING

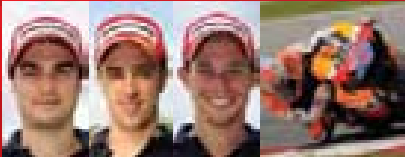
Bike Yamaha YZR-M1
Web www.yamahamotogp.com
Riders Jorge Lorenzo | Ben Spies



It was for the 2008 season that Valentino Rossi famously switched to Bridgestone's tyres and promptly won his eighth World title in decisive form, with nine wins, nine pole positions and seven podium finishes. At the time, he was the only Yamaha rider to use the Japanese manufacturer's tyres, and his switch was one of the factors that led to the appointment of Bridgestone as the single tyre supplier in MotoGP at the end of 2008. In 2009, teammate Jorge Lorenzo also used Bridgestone's tyres, as the Official Tyre Supplier, and recorded four wins and eight podiums to finish second in the championship, behind now nine-time World Champion Rossi. In 2010 it was the turn of Jorge Lorenzo to take the World Championship title, carrying the number 1 plate into 2011. Ben Spies joins the factory team this year as Rossi bows out of Yamaha to join Ducati. Spies has worked with Bridgestone throughout 2010 and for three races in 2008 with Suzuki and the final race of 2009 as a wildcard with the Yamaha Factory Racing Team.

REPSOL HONDA TEAM

Bike Honda RC212V
Web <http://world.honda.com/MotoGP>
Riders Dani Pedrosa | Andrea Dovizioso
Casey Stoner



Whilst Bridgestone's relationship with Honda has been long-standing in MotoGP, the partnership with the Repsol Honda Team only started towards the end of the 2008 season when Dani Pedrosa moved to Bridgestone tyres in time for the Indianapolis Grand Prix, scoring three podium finishes from the last five races of the year. In 2009, both Pedrosa and Andrea Dovizioso scored their first MotoGP victories on Bridgestone tyres at Laguna Seca and Donington Park respectively, with a second win coming for Pedrosa at Valencia. In 2010 Pedrosa scored four victories to finish second in the Championship, whilst Dovizioso scored seven podium finishes and pole position in Japan. In 2011, the duo are joined by Casey Stoner with whom Bridgestone won their first World Championship title in 2007 with Ducati.

DUCATI TEAM

Bike Ducati Desmosedici GP11
Web www.ducati.com
Riders Valentino Rossi | Nicky Hayden

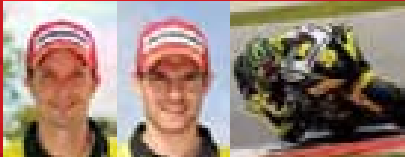


The relationship with Ducati Corse started in 2005 with riders Loris Capirossi and Carlos Checa who took two wins and a further four podiums in that first year. Four wins came in 2006 courtesy of one-race stand-in Troy Bayliss and Capirossi, who finished third in the championship.

The 2007 season marked the blossoming of the Bridgestone and Ducati combination though as Casey Stoner dominated with ten wins and a further four podiums to take his and Bridgestone's first World Championship title. In 2008 with Stoner and Marco Melandri another six wins followed and in 2009 Ducati's rider line-up changed to Stoner and Nicky Hayden. For the 2011 season Valentino Rossi joins the team alongside Hayden. Bridgestone have worked with Rossi since 2008 and taken two World Championship titles with him in 2008 and 2009.

MONSTER YAMAHA TECH3

Bike Yamaha YZR-M1
Web www.teamtech3.fr
Riders Colin Edwards | Cal Crutchlow



The single tyre supply era of the 2009 season marked the first year of competition for Monster Yamaha Tech3 on Bridgestone tyres with riders Colin Edwards and James Toseland, and yielded a podium finish for Edwards at Donington Park. In 2010 the line-up changed to an all American affair with Edwards and Ben Spies, whom Bridgestone worked with for three races with the Suzuki team in 2008. In 2011 the satellite Yamaha squad welcome MotoGP rookie Cal Crutchlow as the 2009 World Supersport Champion steps up from World Superbikes.

SAN CARLO HONDA GRESINI

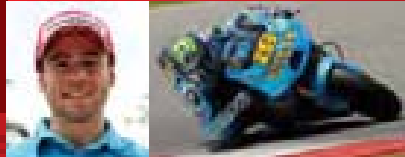
Bike Honda RC212V
Web www.gresiniracing.com
Riders Marco Simoncelli | Hiroshi Aoyama



Bridgestone's history with the Honda Gresini squad started in 2007 with riders Toni Elias and Marco Melandri, who between them scored a total of five podium finishes during the year. San Carlo joined as title sponsor for the 2008 season when Bridgestone continued to supply tyres to Alex de Angelis and Shinya Nakano. Their rider line-up changed in 2009 to de Angelis and Elias, who each scored one podium finish last season. In 2010, Melandri rejoined the team alongside MotoGP rookie Marco Simoncelli who took four sixth place finishes and fourth in Estoril. In 2011, Hiroshi Aoyama joins Simoncelli for his second season in MotoGP, but Bridgestone have a long-standing relationship with Aoyama from the All Japan Road Racing championship.

RIZLA SUZUKI MOTOGP

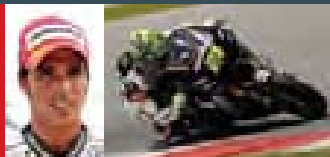
Bike Suzuki GSV-R
Web www.rizla-suzuki-motogp.co.uk
Riders Álvaro Bautista



The Suzuki MotoGP Team has been one of the longest partners of Bridgestone in MotoGP, having worked together every year since the 2004 season with John Hopkins and Kenny Roberts Jr. During 2004 and 2005 the relationship delivered a pole position and a podium finish, and a change in the manufacturer's rider line-up saw Chris Vermeulen and Hopkins score a further three pole position starts and a podium finish in 2006. In 2007 Vermeulen brought Rizla Suzuki and Bridgestone their first win together at Le Mans and in 2008, alongside Vermeulen and Capirossi, Ben Spies completed his first three MotoGP races aboard a Bridgestone-shod Suzuki machine. In 2010, rookie Álvaro Bautista joined the squad from the 250cc Championship, and in 2011 is the sole Suzuki rider as the manufacturer enters one MotoGP bike.

LCR HONDA MOTOGP

Bike Honda RC212V
Web www.lcr.mc
Riders Toni Elias



Bridgestone's single tyre supplier status marked the start of the relationship with LCR Honda MotoGP in 2009 and rider Rider de Puniet, whom Bridgestone have worked with since 2006 when he competed with the Kawasaki Team for two seasons. In 2011, the LCR squad welcome Toni Elias back to MotoGP, having won the inaugural Moto2 Championship in 2010. Bridgestone have worked with Elias since 2007 when he scored two podiums for the Honda Gresini Team. Another two podiums followed with the Alice Team in 2008, and in 2009 Elias went back to Honda Gresini and scored one more podium, all on Bridgestone tyres.

MAPFRE ASPAR TEAM

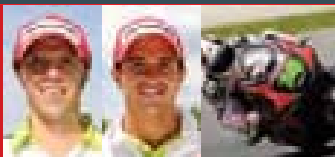
Bike Ducati Desmosedici GP11
Web www.teamaspar.com
Riders Hector Barbera



Entering the championship in 2010, the inaugural season for Bridgestone and the Aspar team and Hector Barbera yielded two eighth place finishes and regular top ten finishes. Their line-up remains unchanged for 2011, allowing last year's work to be build upon this season.

PRAMAC RACING TEAM

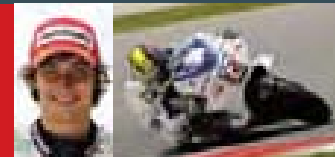
Bike Ducati Desmosedici GP11
Web www.pramacracing.com
Riders Loris Capirossi
Randy de Puniet



The Pramac name has appeared in various guises within the MotoGP paddock in recent years, and their relationship with Bridgestone started in 2003 with the Pramac Honda squad and rider Makoto Tamada who scored Bridgestone's first premier class podium. In 2007 the Pramac d'Antin team ran Ducati machines for Alex Barros and Alex Hofmann, and Chaz Davies for three races. Bridgestone continued to support the Pramac-branded Alice Team in 2008 with Toni Elias and Sylvain Guintoli, before it came back as the Pramac Racing Team in 2009, running Niccolò Canepa, Mika Kallio, Aleix Espargaro and Michel Fabrizio during the season. In 2010 Mika Kallio and Aleix Espargaro were retained, but in 2011 the line-up changes completely with the arrival of Loris Capirossi, whom Bridgestone have worked with every year since he was with Ducati in 2005, and Randy de Puniet, whom Bridgestone supported in 2006 and 2007 with Kawasaki.

CARDION AB MOTORACING

Bike Ducati Desmosedici GP11
Web www.karel Abraham.com
Riders Karel Abraham



The Cardion AB Ducati team are a new entrant for the 2011 season with a rider who is new to MotoGP, having competed in Moto2 in 2010 where he won the final race of the year in Valencia.

Tyre severity rating
Mild Severe



2011 CIRCUIT GUIDE

Tyre compound selection for each grand prix is a fine and carefully calculated art with many factors affecting tyre choices. Bridgestone's General Manager of Motorsport Tyre Development Department Tohru Ubukata provides a technical overview of the 18 circuits in the world championship and the challenge they pose for the tyres.

01 QATAR Losail 20 March

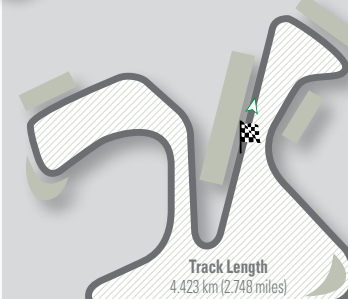


"The traditional season-opener, Qatar is the only race of the year to be run at night and in the desert, both of which bring unique challenges. Being run at night under spotlights, the track temperature is around the lowest of the year in dry conditions but the desert sand often blows across the circuit, making the slippery surface very abrasive. This makes it very tough for tyres, especially on the right shoulders, as they have to be soft enough to provide grip with the low track temperature but hard enough to resist wear and graining whilst having sufficient strength for the heavy braking points."

Slick tyre compounds available in 2010:
Fr: Medium, Ex hard **Rear:** Medium, Hard

2010 Winner Valentino Rossi (Yamaha)	FRONT	REAR
2010 Race time 42m 50.099		
	Left Centre Right	Left Centre Right

02 SPAIN Jerez 3 April

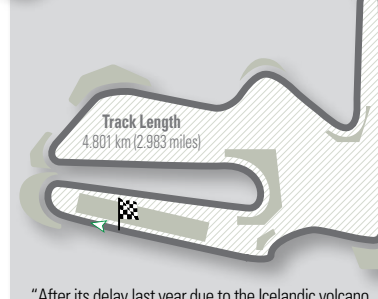


"Jerez is a technical circuit with a mix of fast and slow corners. It is a good test circuit because of the diversity of the corner layout and this means that we require a tyre with a very balanced character to provide good handling from low speed to high speed and from flat corners to changes in elevation. The surface is smooth which is easier for the tyre's centre section but it is abrasive so harder compound tyres are required to compensate for this. The track temperature during the race weekend is historically high too, adding to the challenge of durability and wear."

Slick tyre compounds available in 2010:
Fr: Medium, Hard **Rear:** Soft, Medium

2010 Winner Casey Stoner (Ducati)	FRONT	REAR
2010 Race time 45m 17.538		
	Left Centre Right	Left Centre Right

03 JAPAN Motegi 24 April

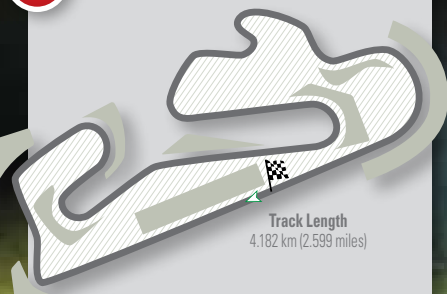


"After its delay last year due to the Icelandic volcano, Japan returns to an early slot in the calendar though rain is always a threat in the mountainous region. Motegi has a stop-and-go nature featuring some heavy braking and hard acceleration points which traditionally tend to bunch the field and provide close racing. The surface is also high-grip and abrasive which, combined with the circuit's nature, places high loads on the tyres. The circuit has an asymmetric layout as there are not many left-hand corners. A strong tyre centre section is required here to provide good stability especially under heavy braking and hard acceleration, but because of the early calendar slot the temperature can be cool so softer compounds are required to provide good warm-up performance."

Slick tyre compounds available in 2010:
Fr: Medium, Hard **Rear:** Medium, Hard

2010 Winner Casey Stoner (Ducati)	FRONT	REAR
2010 Race time 43m 12.266		
	Left Centre Right	Left Centre Right

04 PORTUGAL Estoril 1 May



"The Portuguese GP sees itself run much earlier in 2011 than its slot of late October last year. Estoril's main challenge comes from the varied nature of the corners and the imbalance between right- and left-handers. It is one of the highest speed circuits of the season and there are a combination of fast and slow corners including the fast long final corner and a very slow chicane. The low track temperature requires softer compounds to generate grip and good warm-up performance, but the right shoulder of the rear tyre needs to be harder to cope with the temperature generated in the last corner. The front tyre needs to have a strong centre section for stability under braking into the first corner."

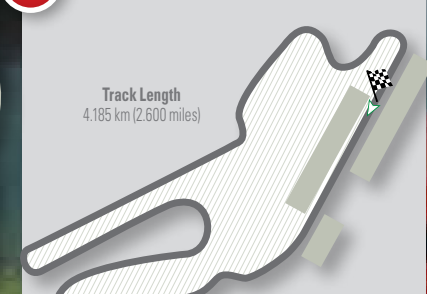
Slick tyre compounds available in 2010:

Fr: Soft, Medium **Rear:** Medium, Hard

2010 Winner
Jorge Lorenzo (Yamaha)
2010 Race time
46m 17.962



05 FRANCE Le Mans 15 May



"Le Mans is a slippery and smooth circuit, and run early in the year when the track temperature is low, so softer compound tyres are required to generate grip. It has quite a stop-and-go nature, although the last part of the lap is high speed and requires a strong tyre. Lateral loads placed on the tyres are relatively low but good stability under braking is crucial. The circuit has an asymmetric layout that uses the right shoulders harder, especially on the exit of turn nine. The weather is also very unstable which has a significant impact upon bike settings and tyre choice."

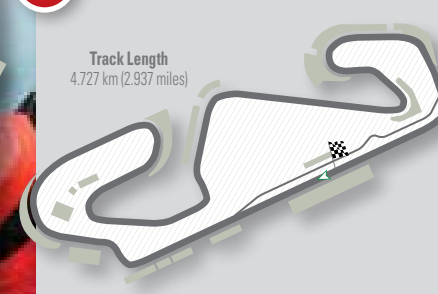
Slick tyre compounds available in 2010:

Fr: Soft, Medium **Rear:** Soft, Medium

2010 Winner
Jorge Lorenzo (Yamaha)
2010 Race time
44m 29.114



06 CATALUNYA Catalunya 5 June



"Run one month earlier this year as part of a reshuffle of the first half of the calendar, Catalunya is a smooth but high speed circuit that generates higher temperature in the right shoulder of the tyres than the left because of its mostly right-handed nature. Its surface is quite slippery but generates very high temperatures in the rear tyres because of its asymmetric layout. There are eight right-hand corners, most of which are long and fast, and only five left-handers, most of which are much slower so there is a significant imbalance between tyre temperatures in the right and left shoulders, necessitating asymmetric tyres. Catalunya is one of the toughest circuits of the season for the rear tyres."

Slick tyre compounds available in 2010:

Fr: Medium, Hard **Rear:** Hard, Ex hard

2010 Winner
Jorge Lorenzo (Yamaha)
2010 Race time
43m 22.805



07 BRITAIN Silverstone 12 June



"Last year MotoGP visited Silverstone circuit for the first time since 1986 so it was a great challenge for Bridgestone to select tyre compounds based on data and analysis alone. The circuit is very fast and there are some high lateral loads through corners such as Maggotts and Becketts, but there are also some areas of heavy braking such as for Stowe which place a high strain on the centre section of the front tyre. Last year the track temperature was quite low so warm-up performance is very important, especially on the left side which is used less. The layout requires asymmetric tyres to balance the demands placed on each side of the rear tyres and tyre temperature."

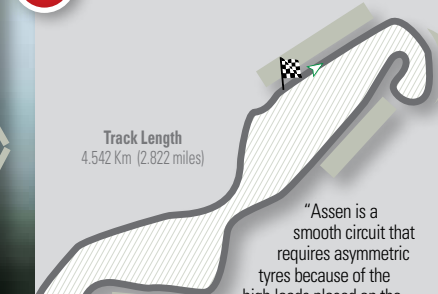
Slick tyre compounds available in 2010:

Fr: Medium, Hard **Rear:** Medium, Hard

2010 Winner
Jorge Lorenzo (Yamaha)
2010 Race time
41m 34.083



08 NETHERLANDS Assen 25 June



"Assen is a smooth circuit that requires asymmetric tyres because of the high loads placed on the right shoulder of the rear tyres. Following its modification in 2006 there are two distinct types of tarmac: the new part is slippery whilst the old is abrasive, making it particularly tricky in the wet. The circuit was also changed slightly for last year's race when the Ruskenhoek corner was smoothed out to reduce the total lap length by 13 metres. The tyres have to cope with a wide range of corners from very slow to high speed and shoulder grip is crucial. The first few corners are linked as one and gradually tighten, requiring good right shoulder durability, and corners such as the 200km/h+ Ramshoek demand absolute commitment and generate high tyre temperature."

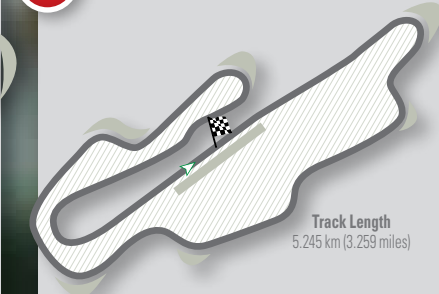
Slick tyre compounds available in 2010:

Fr: Soft, Medium **Rear:** Medium, Hard

2010 Winner
Jorge Lorenzo (Yamaha)
2010 Race time
41m 18.629



09 ITALY Mugello 3 July



"Mugello is one of the fastest circuits on the calendar and is tough on tyres because of this speed, the track temperature that can reach above 50 degrees Celsius, and its technically demanding nature. Run one month later this year, in the height of European summer, track temperature will be just as important this year. The track surface is grippy and abrasive and there are significant elevation changes. The numerous heavy braking points, especially those that are downhill, demand a strong front tyre whilst the many high speed corners require good stability and shoulder grip from the rear tyre. Top speed is one of the highest of the season and this puts significant strain on the centre section of the rear tyres."

Slick tyre compounds available in 2010:

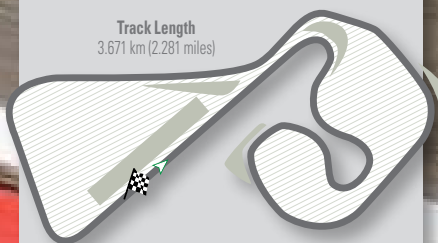
Fr: Medium, Hard **Rear:** Medium, Hard

2010 Winner
Dani Pedrosa (Honda)
2010 Race time
42m 28.066



10 GERMANY Sachsenring 17 July

Track Length
3.671 km (2.281 miles)



"Sachsenring starts with two slow right-hand corners but then opens into a series of very high speed long lefts that sweep onto the back straight and to the finish, generating a lot of temperature in the left shoulder of the tyres. Owing to the circuit's anti-clockwise layout, much harder compounds are required in the left shoulder of the rear tyres whereas the right shoulder must offer good warm-up performance. It is a short circuit, but the demands placed on the tyres, the level of abrasion and the track temperature are all high so tyre durability and a good bike setup and riding style that uses the tyres well are crucial."

Slick tyre compounds available in 2010:
Fr: Hard, Ex hard Rear: Hard, Ex hard

2010 Winner Dani Pedrosa (Honda) 2010 Race time 28m 50.476 (restarted race)	FRONT Left Centre Right	REAR Left Centre Right
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11 USA Laguna Seca 24 July

Track Length
3.610 km (2.243 miles)



"Laguna Seca is the shortest circuit on the calendar but this doesn't make it any easier for the tyres. The Corkscrew is a really demanding corner with the fast change of direction and elevation, but performance through the right-handed turns three and four is critical. These 90 degree corners do not place as much residual load on the tyres as long corners, but most of the corners are left-handers so good warm-up performance is required here in the right shoulders to provide sufficient grip to allow the bikes to change direction quickly. A strong front tyre is very important to cope with the elevation changes."

Slick tyre compounds available in 2010:
Fr: Medium, Hard Rear: Medium, Hard

2010 Winner Jorge Lorenzo (Yamaha) 2010 Race time 43m 54.873	FRONT Left Centre Right	REAR Left Centre Right
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12 CZECH REP Brno 14 August

Track Length
5.403 km (3.357 miles)



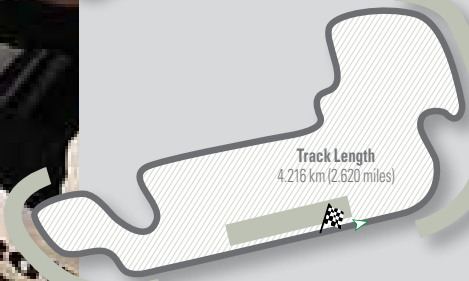
"Since Brno was resurfaced in 2008 its surface has become very abrasive so now poses more of a challenge for tyre durability, demanding harder compounds especially in the front. The corners are generally fast and flowing so the lateral loads generated are high, particularly in the right shoulders. The elevation changes challenge the front tyres, especially into the downhill corners where the weight transfer creates extra load. The medium speed corners require good shoulder stability from the rear tyres and good traction on corner exit, and excess sliding around the flowing lap can rapidly accelerate tyre wear given the abrasiveness of the tarmac."

Slick tyre compounds available in 2010:
Fr: Hard, Ex hard Rear: Medium, Hard

2010 Winner Jorge Lorenzo (Yamaha) 2010 Race time 43m 22.638	FRONT Left Centre Right	REAR Left Centre Right
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13 USA Indianapolis 28 August

Track Length
4.216 km (2.620 miles)



"Indianapolis is like three tracks in one with an opening section that was designed for MotoGP, the Formula One infield and the famous oval course. The circuit is generally very abrasive although parts are slippery as the three different sections each have different grip characteristics. This makes it tough for tyres and riders because of the diversity of track conditions they have to deal with, and especially tricky in the wet. The left shoulder of the rear tyre reaches very high temperature through the high speed lefts whereas the right shoulder is significantly cooler, requiring asymmetric tyres to balance durability with warm-up performance in either shoulder."

Slick tyre compounds available in 2010:
Fr: Medium, Hard Rear: Hard, Ex hard

2010 Winner Dani Pedrosa (Honda) 2010 Race time 47m 31.615	FRONT Left Centre Right	REAR Left Centre Right
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14 SAN MARINO Misano 4 Sept

Track Length
4.226 km (2.626 miles)



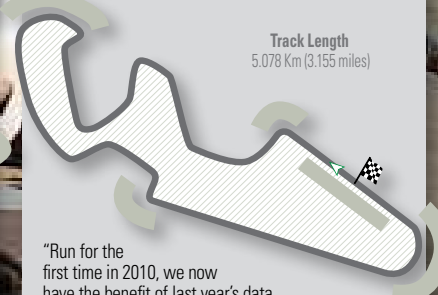
"The track surface at Misano is smooth and offers relatively low grip, but it has a twisty layout so the tyres spend a lot of time leant over. Ambient conditions are also usually hot so harder compounds are selected to provide better durability. The fast right-handed Curvone corner is where the tyres reach their highest temperature, particularly the rears. A strong centre section of the front tyre is required for good stability under frequent braking. Rider smoothness is also important to not overwork the tyres as they have little opportunity to cool down during a lap."

Slick tyre compounds available in 2010:
Fr: Medium, Hard Rear: Medium, Hard

2010 Winner Dani Pedrosa (Honda) 2010 Race time 44m 22.059	FRONT Left Centre Right	REAR Left Centre Right
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15 ARAGON Motorland 18 Sept

Track Length
5.078 Km (3.155 miles)



"Run for the first time in 2010, we now have the benefit of last year's data to draw upon for this season. The Aragon track surface is relatively smooth and slippery, similar to Misano, so we need good grip which suggests softer compounds, but there are also some long corners and some downhill braking points which require greater stability and thus harder compounds, so compound selection is a balance. The location of the circuit is at quite a high elevation, so the weather conditions are cooler so warm-up performance is important. From the track layout and riders' feedback, we understand that Aragon requires good front tyre stability so this is another key factor."

Slick tyre compounds available in 2010:
Fr: Medium, Ex hard Rear: Soft, Medium

2010 Winner Casey Stoner (Ducati) 2010 Race time 42m 16.530	FRONT Left Centre Right	REAR Left Centre Right
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16 AUSTRALIA Phillip Island 16 Oct



Track Length
4.448 km (2.764 miles)

"Despite being high speed, Phillip Island is generally not tough on most sections of the front and rear tyres because of the low temperature and flowing nature with only one point of heavy braking in a lap, but the last corner actually creates the highest rear tyre temperature of the season in the left shoulder. It is long and fast with the riders accelerating at high lean angles, and the stresses demand a special construction of asymmetric rear tyre in order to cope. We have seen in the past that the cold and rain can be important factors so softer compounds are generally required to generate good grip. Warm-up performance in the right shoulders is also important as the stresses on the right shoulders are fairly low and there are more left-handers."

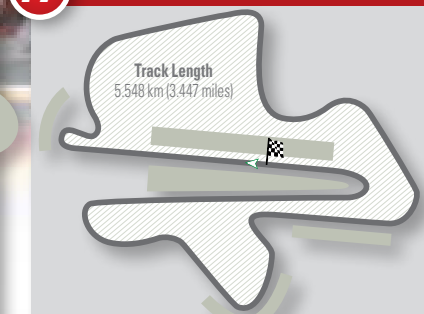
Slick tyre compounds available in 2010:

Fr: Soft, Medium Rear: Hard, Ex hard

2010 Winner
Casey Stoner (Ducati)
2010 Race time
41m 09.128



17 MALAYSIA Sepang 23 Oct



Track Length
5.548 km (3.447 miles)

"Sepang is characterised by its two long straights, the long lap length and the high track temperature which is often above 50 degrees Celsius. It is one of the fastest circuits of the season and features a mix of high speed corners and tight hairpins with heavy braking. Front tyre stability is crucial under braking, especially at the end of the two fast straights, and the high speed corners demand good shoulder grip and durability. Tyre durability and a good bike setup are crucial here as the high ambient and track temperatures mean that there is little cooling effect on the tyres, but we visit Sepang for winter tests so everyone has sufficient tyre data."

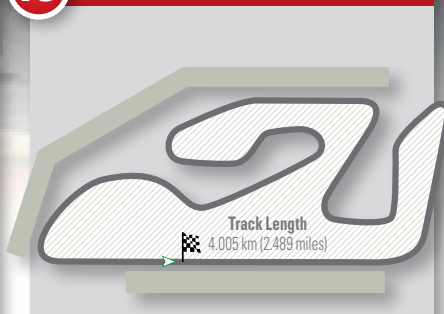
Slick tyre compounds available in 2010:

Fr: Hard, Ex hard Rear: Medium, Hard

2010 Winner
Valentino Rossi (Yamaha)
2010 Race time
41m 03.448



18 VALENCIA Valencia 6 Nov



Track Length
4.005 km (2.489 miles)

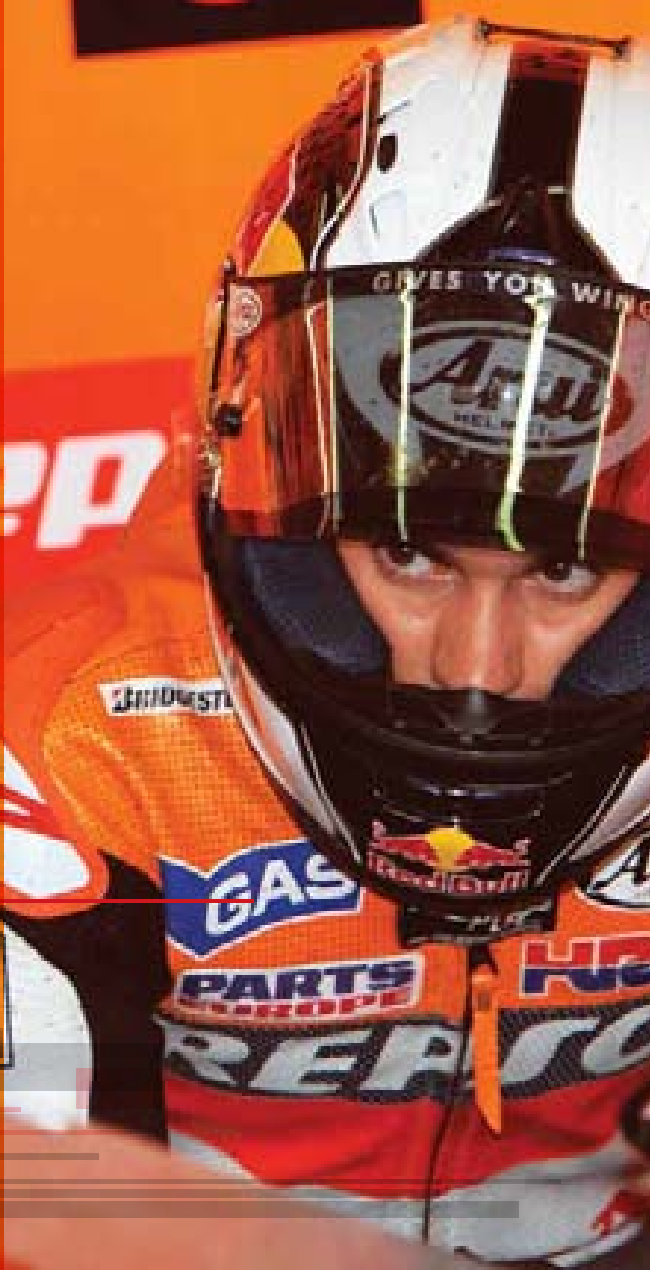
"The venue of the traditional season finale, Valencia is a slippery and technically complex circuit with a slow, twisty asymmetric layout. It's what we could call a busy circuit because the number of corners means that the tyres are always working, always leant over, and have very little respite. If a bike's setup isn't optimised, it is easy to generate excess tyre temperature because of this. With the low track temperature softer compounds are required, but a harder compound is needed in the left shoulder of the rear tyres because of the temperature generated by the last corner. There are only a few tight right-handers so warm-up performance in the right shoulders is important."

Slick tyre compounds available in 2010:

Fr: Soft, Medium Rear: Medium, Hard

2010 Winner
Jorge Lorenzo (Yamaha)
2010 Race time
46m 44.622





2011 TYRE REGULATIONS

With a second year of single tyre supply successfully completed, the regulations governing tyre supply to MotoGP remain unchanged for 2011. Here's a recap of when, what and how many.



Each rider is permitted to use a maximum of 18 slick tyres during each grand prix weekend (a reduction of two tyres from 2009) and eight wet tyres, or ten if every session is deemed wet.

Each grand prix weekend, Bridgestone's slick tyres are available in two compounds and the wet tyres available in just a single compound, selected by Bridgestone in advance.

Each tyre is allocated specifically to each individual rider and carefully controlled via a barcode system recorded and monitored by Bridgestone and the FIM. Swapping or exchanging of tyres between riders is forbidden to ensure that every rider has exactly the same number and specification of tyres available to him throughout each grand prix weekend. This is the backbone of the single tyre supply system.

	No. of fronts	No. of rears	No. of compounds
Slick tyres	8	10	2
Wet tyres	4 (5 if all wet)	4 (5 if all wet)	1

Slick tyres

For each grand prix Bridgestone will select, in advance, two specifications of front and rear tyre from the following available slick compounds:

- Front slick tyre compounds: Soft, Medium, Hard, Extra Hard
- Rear slick tyre compounds: Extra soft, Soft, Medium, Hard, Extra Hard

Front tyre size: 125/600R16.5
Rear tyre size: 190/650R16.5

Additionally, at some circuits the standard rear slick tyres will be replaced by asymmetric rear slick tyres, in which case Bridgestone will select two compounds from the following:

- Rear asymmetric slick tyre compounds: Soft, Medium, Hard, Extra Hard

During a grand prix weekend, each rider receives five of each compound of rear slick tyre, but can choose the split of each compound of front slick tyres he receives, selecting either four of each compound, five of one compound and three of the other or vice versa.



	No. of front slick tyres	No. of rear slick tyres
Harder compound	5 or 4 or 3 (rider preference)	5
Softer compound	3 or 4 or 5 (rider preference)	5
TOTAL	8	10

Riders make this front tyre selection during a grand prix weekend, after the first free practice session.

Each rider is given three of each compound of front slick tyre on the day before the start of official practice. After the first practice he can then choose which compounds he would like for his final two front tyres, allowing each team and rider to select more of the compound that best suits their bike and the conditions.

Each rider must inform Bridgestone of his selection of front tyre specification no later than two hours after the end of the first practice session. If a rider does not select within this time he will automatically receive one tyre of each compound.

	No. of front wet tyres	No. of rear wet tyres
Single available compound	4 (or 5 if all wet)	4 (or 5 if all wet)

In the case of a rider being replaced after this tyre selection deadline, the replacement rider must use only the tyres allocated to the original rider.

Wet tyres

For each grand prix Bridgestone will select, in advance, a single specification of front and rear tyre from the following available wet compounds:

- Front wet tyre compounds: Soft, Hard
- Rear wet tyre compounds: Soft, Hard

Front tyre size: 125/600R16.5
Rear tyre size: 190/650R16.5

During a grand prix weekend each rider will receive eight wet tyres of a single



compound. If every session during the weekend is wet, an extra one front and one rear wet tyre will be supplied to every rider for the race.

A wet tyre is defined as a tyre which has a land to sea ratio of at least 20% overall, and a minimum ratio of 7% in each third of the section profile. Anything less than this is deemed a slick tyre and must make up a rider's slick tyre allocation.

As has been the case for the last two years, there are no intermediate tyres for the 2011 season.

TYRE ALLOCATION PROCESS

The single tyre system is underpinned by one key concept: ensuring the equal and impartial supply of tyres to each and every rider. The tyre allocation process is therefore one undertaken very carefully and precisely.

Not only is a precise approach to tyre allocation needed to ensure that every rider receives the same total number of tyres, but strict monitoring and control of the allocated tyres is also crucial to guarantee the ongoing integrity of the system.

Each tyre is allocated specifically to an individual rider, and barcodes imprinted onto the tyre's sidewall allow both Bridgestone and the FIM to monitor each rider's tyre usage at all times.

Both Bridgestone and the FIM know exactly whose tyre is whose throughout each weekend, and the monitoring is so effective that Bridgestone could still identify the individual tyres used by a specific rider for qualifying at the opening grand prix of the 2009 season, for example.

The allocation process

The tyre specifications available at each event are determined by Bridgestone well in advance of each grand prix. Identical tyres of each specification are made available to every rider, and the allocated total quantity of each specification of tyres will be the same for every rider.

On the day prior to the start of official practice, the FIM Technical Director will allocate the tyres available for the exclusive use of each rider. The allocation of individual tyres will be made on a random basis with no involvement of any representative from Bridgestone, the teams or riders.

This allocation should be completed by 14.00 hrs of the same day and no further allocation of tyres is allowed after 17.00 hrs on the day prior to the start of official practice (except with regard to the final two front tyres, the compounds of which are selected by each rider within two hours of the finish of the first practice session).

In the case of a rider change after the final tyre allocation has been made, the replacement rider must use only the tyres allocated to the original rider.

Restrictions

Riders may use only the tyres allocated for their exclusive use. Tyres will be individually identified and may not be exchanged between riders,

including between team-mates, and may not be exchanged by Bridgestone after allocation, except with the permission of the Technical Director.

Tyres may not be materially altered in any way, such as hand-cutting and any other action or treatment that will alter the tyre's performance (with the exception of the use of tyre warmers), unless deemed necessary by Bridgestone. Such alterations may be performed only by Bridgestone with approval from the Technical Director, and shall be made equally for all riders.

Each allocated tyre must be marked with its specification and carry an official identification label with a unique serial number. Tyres may be checked for compliance at any time, before or after use.

In the case of an interrupted race, a rider must use tyres from his allocation of marked tyres for the restarted race, but he can change tyres using another set from within his allocation during the interruption.

Safety

In the unlikely event of a tyre being accidentally damaged before it is used (for example during the fitting process) and deemed to be unusable by the Technical Director, it may be replaced with a tyre of the same specification with the permission of the Technical Director. Such replacement tyres will be marked and included in the allocation of the rider concerned. The damaged tyre will be removed from the allocation and may not be allocated again.

Once it is used (i.e. has exited pitlane) a tyre may not be replaced because of damage or defect, except in the case of damage solely due to a manufacturing defect or problem, and not due to any other reason such as impact, cut, abrasion or accident that is significant enough to deem the tyre unsafe to use.

If a replacement tyre is granted, at the discretion of the Technical Director, it must be of the same specification as the damaged tyre and selected at random by him and/or FIM officials.

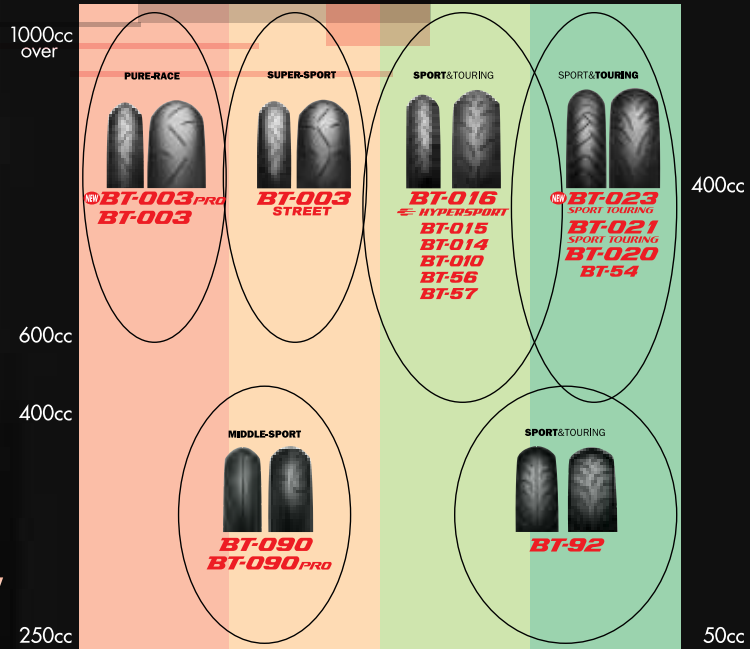




BEHIND *THE SCENES*

BRIDGESTONE'S ROAD TYRE LINE UP

BATTLAX LINE UP

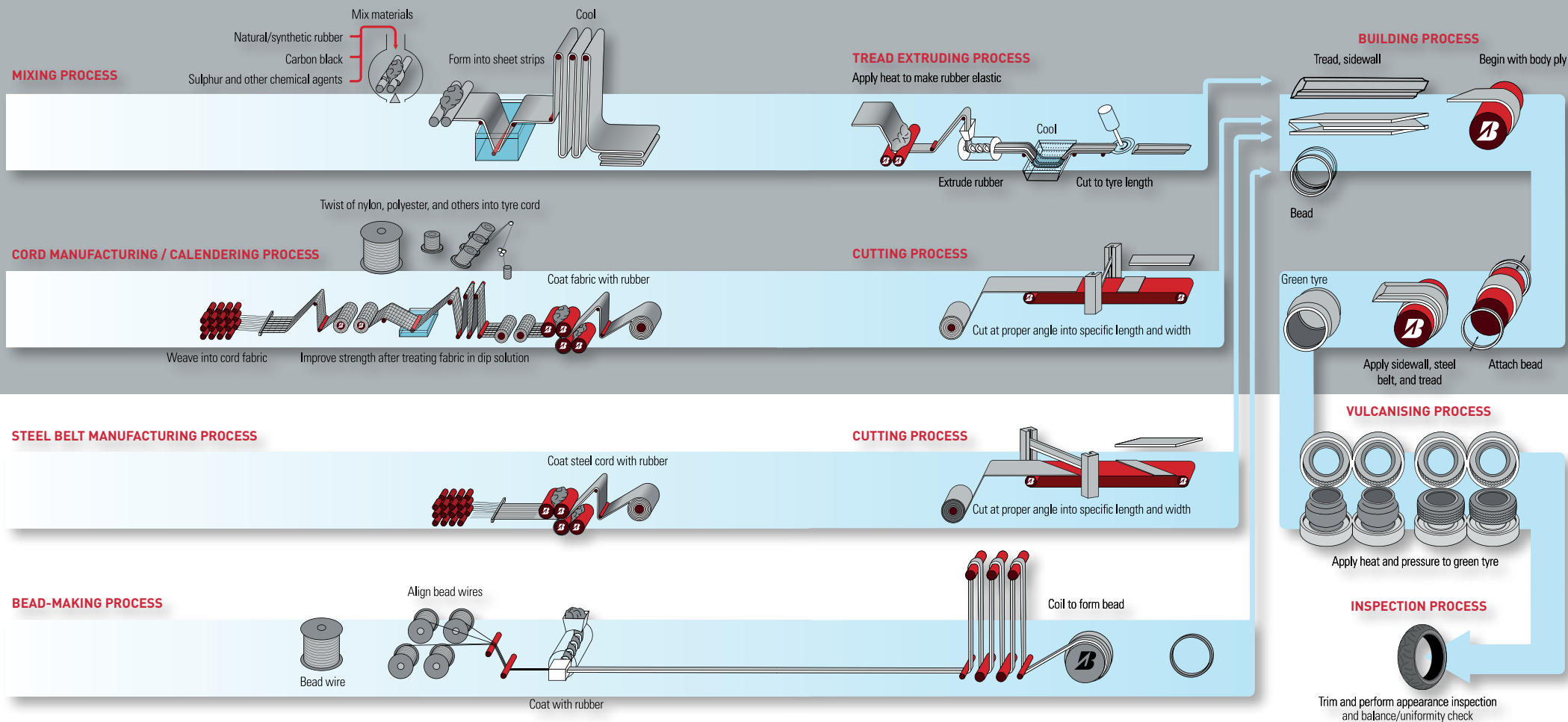


RADIAL

	PURE-RACE	SUPER-SPORT	SPORT&TOURING	SPORT&TOURING
DRY GRIP	★★★★★	★★★★★	★★★★★	★★★★★
WET GRIP	★★★★	★★★★	★★★★★	★★★★★
LIFE (WEAR)	★★★★	★★★★	★★★★★	★★★★★
COMFORT	★★★★	★★★★	★★★★★	★★★★★

TYRE PRODUCTION PROCESS

All Bridgestone tyre production, whether for MotoGP or road tyres, starts with a base of rubber, carbon black and several chemical agents blended in a carefully developed recipe and put through a number of specific processes to achieve the optimum in performance, reliability and safety.



FROM RUBBER TREE TO RACETRACK

From being produced in Japan to the warehouse in Germany and beyond, Bridgestone's MotoGP tyres may have a short life on the track, but their journey takes them across the world.



It all starts with trees

Bridgestone's MotoGP tyres are designed and manufactured in Bridgestone's Kodaïra factory, near Tokyo, Japan, in the sort of meticulously controlled and clinical environment you'd expect of a tyre that performs on the world stage with the world's best riders.

Like all of Bridgestone's tyres though, the process starts out in the field with rubber which is harvested from one of Bridgestone's several tree plantations in south-east Asia, where rubber has been the main export since the days of the British Empire.

With the rubber as the basic ingredient, Bridgestone's Motorsport Tyre Development Department uses a very carefully calculated and measured recipe of more than ten different materials to arrive at the optimal blend for each compound, developed over years at the front.

Change any one of the ingredients or get the measurement wrong and the whole character of the tyre will change, so consistency and quality control right from this early stage is crucial.

Computer-controlled design

Bridgestone's MotoGP tyres are designed using powerful computer systems and the vast amount of data collected from every race and test to calculate and simulate compounds and construction.

Again, precision is absolutely essential to ensure safety and performance at over 300kph, and braking forces approaching 2G. Nothing is left to chance and once the blended material and the computer design have come together to produce a tyre, rigorous safety tests follow.

Common ground with Formula One

The testing rigs used to ensure quality control and suitability of the compound and construction of MotoGP tyres are stringent to assure the highest performance and reliability, and share many similarities with the testing procedure for Bridgestone's Formula One tyres right up until the end of 2010.

MotoGP tyres are tested rigorously and finally inspected by hand. This is how Bridgestone has come to build such a strong reputation for safety and quality control through the years of competing in MotoGP.

The logistical challenge

Getting the finished items to all the Grands Prix around the world is the next challenge, and one that Bridgestone takes very seriously. After all, no tyres equals no race.

Upon leaving the factory in Japan, the tyres are shipped either to Bridgestone Motorsport's MotoGP base in Speyer, Germany, or on occasion directly to the overseas races such as Laguna Seca or Malaysia.

From Speyer, the correct tyre compounds are loaded onto trucks and driven to each European Grand Prix early on during the week of the race. Sometimes tyres are shipped from Speyer directly to overseas races, along with any coming from Japan, to ensure that there are always around 700 wet and slick tyres of the correctly selected compounds at every race.

Bridgestone Motorsport's base

Thousands of MotoGP tyres are held at the Speyer base throughout the year to support teams during both the racing season and their winter test programmes. It's not just a warehouse though, as it also

serves as a base for Bridgestone's tyre engineers, technicians and fitting staff.

On the sidewall of each tyre is printed two barcodes for monitoring and control purposes at the circuit, and to ensure the integrity of the single tyre system. Each tyre also comes marked with a label denoting batch number and compound, but ensuring the right compounds go to the right races is no easy task and requires more meticulous planning.

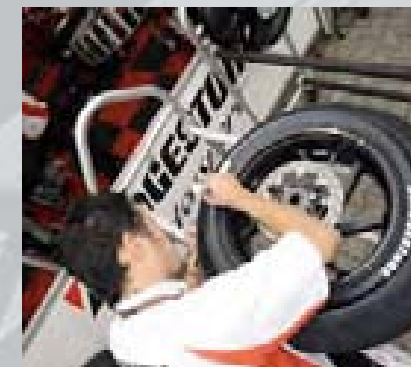
At the track

The MotoGP tyres have reached their destination but their journey is still not quite over. Arriving at each circuit three days before first practice to allow time for setup of the fitting area, Bridgestone works closely with the FIM to allocate the tyres to each rider the day before first practice, at which point the tyres are fitted onto the teams' wheels and provided to each rider ready for usage.

As each rider takes to the track during the weekend, an enormous amount of tyre data is collected and stored and it is this data that feeds back into the computer-controlled design stage and allows

Bridgestone to continually improve both MotoGP and road tyres.

After serving their purpose on track, every tyre is returned to Bridgestone at the end of each grand prix weekend and the return journey begins. Most tyres travel back to Speyer where they are put into an energy recovery programme and some return via sea freight to Japan for further detailed technical analysis and more data gathering, thereby completing their circle of life, only a fraction of which is spent actually on track but all of which is a key part of MotoGP.



FROM RACETRACK TO ROAD

There are clear distinctions between the motorcycle tyres used on track and on the road, but lessons learned in the heat of competition help Bridgestone improve tyre technology for all riders.

If you've ever wondered why Bridgestone invests so much time and money in MotoGP, and what the return is, then the answer is simple. Of course it works very well as a marketing and product promotion tool, but the biggest return is in the form of technology transfer.

Working with the best riders, teams and engineers in the world, Bridgestone gains an enormous amount of tyre data and feedback that is incredibly precise. When improvements are made, these are proven in the heat of competition, in the form of lap records for example, so we know the technology works.

In the current situation of Official Tyre Supply, MotoGP tyres share more desirable characteristics with road tyres than ever before. They must be high performance and incredibly reliable of course, but with fewer compounds available each must work across a wider range of temperatures and track conditions, and wear life must be good so that each riders' allocation will last him the whole Grand Prix weekend.

This technical expertise and understanding is a great asset to Bridgestone, and filters

directly into the design and production of road motorcycle tyres, allowing consumers to benefit directly from Bridgestone's MotoGP successes.

The latest Bridgestone road tyre, the Battlax BT-016 PRO, is the most complete yet at incorporating true MotoGP technology, as it is the first to benefit from a new approach to racetrack to road technology transfer.

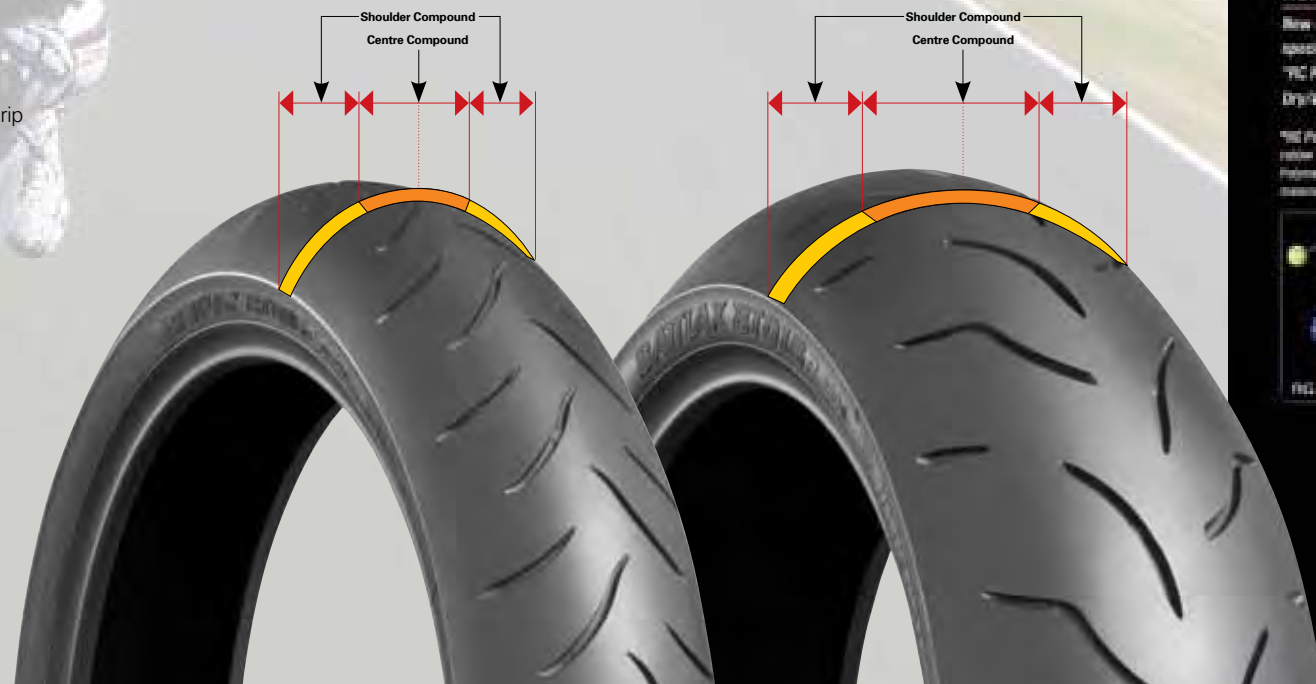
By adopting a modular approach to adopting MotoGP technology into road tyres, Bridgestone have clearly defined three sections of technology transfer: Grip Evolution, Riding Comfort Evolution and Tyre Life Evolution, all of which come together in Bridgestone's most advanced supersport road tyre yet.

A new compound has been developed for the BT-016 PRO incorporating Bridgestone's road-going Silica Rich EX and RC Polymer technologies that provides greatly enhanced wet grip whilst not sacrificing any dry-weather performance, and improves warm-up performance meaning that the tyre produces a safe level of grip right from cold.

The BT-016 PRO also benefits from Bridgestone's HTSPC and MS Belt construction technologies that were developed specifically for this road tyre using lessons learned in MotoGP to aid bump absorption and stability at high speed and under braking, and prevent premature wear and performance reduction by deformation of the tyre with age.

BATTLAX
BT-016 PRO
HYPERSPORT

In short, in the shape of the Battlax BT-016 PRO road tyre, Bridgestone's participation in MotoGP means consumers can benefit from a marked improvement in practical performance: greater tyre life, improved cornering grip and stability, better wet grip and better performance from cold.



TECHNICAL FEATURES

Front



Rear



New Compound

New compound containing a combination of 2 special components, Silica Rich EX & RC Polymer offer massive improvement of Dry/Wet/Life/Less performance decrease.

RC Polymer can control the change of properties of rubber in any temperature and avoid silica effect. RC Polymer is developed by adoption of temperature for natural rubbery "heavily-hot".



3LC (3 Layer Compound)

Simultaneous pursuit of "Grip" and "Life" (appropriate compound placed in center and shoulder area)

Center compound - results in good stability and wear life. Shoulder compound - provides grip and bump absorption.



HTSPC + MS-BELT

Provides good bump absorption, grip and stability during high speed riding. (Prevent performance decrease)



Evaluation



GLOSSARY

Asymmetric tyres Only available as rear tyres, asymmetric slicks comprise a harder compound in one shoulder and a softer compound in the other designed for circuits which create higher tyre temperatures in one shoulder than the other, usually because of an imbalance of right- and left-handed corners

Bead Serves as an anchor to hold the tyre securely to the wheel rim

Belts Belts are one of the core components of tyres. They may be steel, nylon, polyester or other such materials, and form a literal belt around the tyre to strengthen the tread area and to make the tyre puncture resistant

Camber angle Measured in degrees, camber is the inward or outward tilt of the wheel at its uppermost point when compared with the true vertical line at the centreline of the wheel. Camber angle is the same meaning as lean angle. Generally, the greater the lean angle, the higher the lateral force and so the more demanding on the tyres

Carbon black A molecular structure found in all racing tyres, carbon black

is a black powder substance produced by burning oils in a furnace. It provides strength and also produces the familiar black colour of tyres. There are hundreds of kinds of carbon black and each will produce a compound with certain properties: improved traction, hardness, wear and so on

Compound Formed by a mixture of various elements used by tyre manufacturers to produce the surface layer of a race tyre, the compound's properties vary with the exact blend of ingredients. It is the compound that is in contact with the track and therefore one of the major factors in deciding tyre performance, being a trade-off between outright grip and durability

Construction The way in which the component parts (belt, cords, tread, sidewall) of a tyre are constructed determines its ability to support the load of a bike and rider, absorb shocks, transmit traction and braking forces and to provide strength to contain inflation pressure. The nature of a tyre is dependent upon the way in which the component parts are laid and assembled

High-side This is a type of crash in which the rear tyre loses grip, either because of slippery conditions, insufficient temperature and too much throttle applied by the rider or a number of other reasons, and slides sideways. The rear then grips and tries to snap back into line with the front wheel, and the force often throws the rider off

Low-side The opposite to a high-side, in a low-side crash the front tyre will most commonly lose grip mid-corner, either because of excess corner speed, insufficient temperature and too great a lean angle or a number of other reasons, and the bike will slide out from beneath the rider

Polymers One of the core components of rubber, from one of two main groups: natural or synthetic

Sidewall The sidewall is the most important element in transferring engine power to the tyres as it connects the wheel rim, and therefore the bike, to the tyre tread, and therefore the track surface. It carries the load of the bike and rider, firmly supports the tyre tread and plays an important role in absorbing bumps from the surface

RESULTS ON BRIDGESTONE TYRES

A record of every pole position, podium and World Championship title scored on Bridgestone tyres since the manufacturer's MotoGP debut in 2002.

	Rider	Championships	Wins	2nd Places	3rd Places	Podiums	Poles
1	Valentino Rossi	2	17	12	10	39	10
2	Casey Stoner	1	23	8	11	42	21
3	Jorge Lorenzo	1	13	10	5	28	12
4	Dani Pedrosa	-	6	10	7	23	7
5	Loris Capirossi	-	6	7	4	17	5
6	Makoto Tamada	-	2	1	1	4	3
7	Chris Vermeulen	-	1	3	3	7	3
8	Andrea Dovizioso	-	1	3	4	8	1
9	Troy Bayliss	-	1	-	-	1	-
10	Marco Melandri	-	-	3	1	4	-
11	Toni Elias	-	-	2	3	5	-
12	John Hopkins	-	-	1	3	4	1
13	Ben Spies	-	-	1	1	2	1
14	Shinya Nakano	-	-	1	1	2	-
15	Randy de Puniet	-	-	1	1	2	-
16	Kenny Roberts Jr	-	-	1	-	1	1
17	Alex de Angelis	-	-	1	-	1	-
18	Colin Edwards	-	-	1	-	1	-
19	Oliver Jacque	-	-	1	-	1	-
20	Nicky Hayden	-	-	-	2	2	-
21	Carlos Checa	-	-	-	2	2	-
22	Alex Barros	-	-	-	1	1	-
23	Jeremy McWilliams	-	-	-	-	0	1
24	Sete Gibernau	-	-	-	-	0	1
	TOTAL	4	70	67	60	197	67

FREQUENTLY ASKED QUESTIONS

*Have a question not answered elsewhere in this press pack?
Read on for answers to the most commonly asked.*

Why are some of Bridgestone's MotoGP tyres marked with a white band?

The white line allows the media and fans to easily distinguish between the two available slick tyre compounds that can be used at each grand prix. The softer of the two slick tyre compounds is marked with the white line.



Who owns the tyres and the rims – Bridgestone or the teams?

All of the tyres are owned by Bridgestone, and all of the wheel rims are owned by the teams. At the circuit the teams will bring their rims to the Bridgestone fitting area and the tyres will be fitted. Throughout the weekend, as tyres are removed from rims and new ones fitted, Bridgestone retains all of the tyres. At the end of a test or grand prix each tyre is accounted for and they are all returned to Bridgestone Motorsport's MotoGP base in Speyer, Germany. A selection of tyres is sent to the technical centre in Tokyo for further analysis and data acquisition.

Who pays for the tyres?

The tyres are supplied to the teams by Bridgestone, who do not get paid for this supply. They are supplied under Bridgestone's Official Tyre Supplier contract.

What gas is used to inflate the tyres?

Bridgestone inflates all MotoGP tyres with compressed dry air to an initial pressure of 4bar (58psi) to seal the tyre onto the rim before deflating them to 2bar (29psi). Compressed dry air is used rather than nitrogen or carbon dioxide.

What tyres do the teams use when transporting their bikes between events?

Bridgestone retain all of the race tyres at all times, but teams are provided with travel tyres to transport their bikes between races and also for those teams that have showbikes. Travel tyres look just like Bridgestone's race tyres but are a much harder compound and do not contain the same level of material and construction technology.

For more information or any more questions you may have, please email Tom Tremayne, tomt@bsmotorsport.com





BRIDGESTONE MOTORSPORT MEDIA SERVICE

Bridgestone Motorsport's media service is designed to provide access to a comprehensive range of written material and photography both on and off track, catering for all your information needs.

Regular press information

A MotoGP preview release will be distributed the week prior to each Grand Prix. During GP weekends releases will be sent out approximately two hours after second practice, qualifying and the race. Test reports are also distributed at the end of most group tests. If you do not receive these emails, please contact Tom Tremayne, tomt@bsmotorsport.com.



Media website

The Bridgestone Motorsport media website provides users with access to a range of media materials and photography. For further details regarding media website registration please see the Bridgestone Motorsport media website section of this pack.

Statistics sheets

For each round of the MotoGP season Bridgestone Motorsport will produce an

up-to-date, detailed and user-friendly statistics sheet. Information available within the sheet includes circuit details, weekend timetable, and rider and team statistics. The sheets will be distributed within the press room or are available to download from the media website. Should you wish to receive them electronically, please email tomt@bsmotorsport.com.



Press pack

All pages and selected images from the MotoGP press pack are also available to download from the media website.

Tyre selection sheets

On race day of each Grand Prix, a tyre selection will be distributed via email and in the press room, detailing riders' tyre compound choices. If you wish to receive these sheets electronically, please email tomt@bsmotorsport.com.

Consumer website

For further information about Bridgestone's involvement in motorsport please visit the company's consumer website www.bridgestonemotorsport.com.



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MEET THE BRIDGESTONE MANAGEMENT TEAM

These are the men responsible for overseeing Bridgestone's participation in MotoGP and leading the manufacturer's rise to the top in motorcycle road racing. Their impressive CVs demonstrate how they each reached the pinnacle of the industry.

Naotaka Horio

General Manager, Bridgestone Motorsport Department

Personal Profile

Year of birth: 1960
Place of birth: Fukuoka, Japan
Lives: Tokyo, Japan
Hobbies: Rugby



Career Profile

1984 Joined Bridgestone Corporation after graduating from university. Assigned to Bridgestone's tyre export sales department

1989-92 Moved to the product planning and marketing department, based in Tokyo

1992-94 Moved to Bridgestone / Firestone UK

1994-96 Joined Bridgestone / Firestone Europe S.A., based in Brussels

1996-06 Established and was Manager of Bridgestone's F1 operation in the UK

2006-Present General Manager of Bridgestone's Motorsport Department, based in Japan

Hirohide Hamashima

Director, Bridgestone Motorsport Tyre Development

Personal Profile

Year of birth: 1952
Place of birth: Tokyo, Japan
Lives: Tokyo, Japan
Hobbies: Winning championships and wine



Career Profile

1977 Joined Bridgestone Corporation after graduating in polymer physics

1980-81 Moved to the passenger car tyre development department

1981-83 Moved to the UK as Technical Manager for motorsports

1983-96 Returned to Japan to work in research and development and to provide technical support to F2, F3000, Grand Champion, Touring Cars and Group C. Was also involved in the early development of the F1 programme and was responsible for the DTM and subsequent ITC technical projects, as well as the start-up of the IndyCar and the F1 projects

1997-Present Director of Bridgestone Motorsport's tyre development, including Formula One and MotoGP, based at the Bridgestone Technical Centre in Tokyo

Hiroshi Yamada

Manager, Bridgestone Motorsport Department

Personal Profile

Year of birth: 1959
Place of birth: Tokyo, Japan
Lives: Tokyo, Japan
Hobbies: Golf, Tennis



Career Profile

1980 Joined Bridgestone Corporation after graduating in mechanical engineering

1980-89 Worked as a test rider for motorcycle tyres at Bridgestone Technical Centre's testing department

1990 Moved to motorcycle tyre development and worked as an engineer for the All-Japan Road Racing Championship series

1991 Began working in the GP125 World Championship as an engineer

1992-00 Became coordinator of Motorcycle Racing at Bridgestone's head office and took on responsibility for the World Grand Prix Championship

2001-06 Became Manager of Motorcycle Racing and headed Bridgestone's WGP500 project in 2001, which resulted in Bridgestone's entry into the World Grand Prix Championship 500cc class in 2002. Also responsible for AMA Supercross/Motocross, All-Japan Road Racing and Motocross Championships

2007-Present Moved to the Motorsport Department as the Manager overseeing all MotoGP activity

Tohru Ubukata

General Manager, Bridgestone Motorsport Tyre Development Department

Personal Profile

Year of birth: 1963
Place of birth: Gunma, Japan
Lives: Tokyo, Japan
Hobbies: Skiing, driving and golfing



Career Profile

1985 Joined Bridgestone Corporation after graduating in mechanical engineering

1985-87 Worked in the tyre research and development department, initially on winter tyre development

1987 Moved to the motorsport tyre development department

1987-94 Worked on the development of Formula 3000 tyres

1995-96 Worked on the development of IndyCar tyres

1996-03 Worked on the development of Formula One tyres

2003-10 Became manager for Formula One tyre development in the Motorsport Tyre Development Department. In late 2003 moved to the Motorcycle Tyre Development Department as Development Manager for MotoGP, responsible for all the MotoGP development activity

2011 Became General Manager of Bridgestone Motorsport Tyre Development Department, continuing his work in MotoGP whilst leading all motorsport tyre development

WHO'S WHO IN THE PADDOCK

TAKU ARAI

Coordinator, Bridgestone
Motorsport Department



THOMAS SCHOLZ

Chief Coordinator



TOM TREMAYNE

Press Officer



MASAO AZUMA

Bridgestone Engineer



PETER BAUMGARTNER

Bridgestone Engineer



STEVE JENKNER

Bridgestone Engineer



YUKHIKO KUBO

Bridgestone Engineer



KLAUS NÖHLES

Bridgestone Engineer



DEBBIE BEALE

MotoGP Marketing
Communications



AXEL WILHELM

Chief of Service



BRIDGESTONE MOTORSPORT MEDIA WEBSITE

Visit the media section of the Bridgestone Motorsport website to access a range of news stories, features, photographs and press releases.

The media section of the Bridgestone Motorsport website provides members of the press with the latest news, features and images from Bridgestone's motorsport activities in MotoGP, IndyCar, SuperGT and Formula Nippon. These items can be accessed and downloaded by clicking the Media Area link at the top of the www.bridgestonemotorsport.com website.

All content and images supplied on the website are for editorial purposes only. Images are available as high resolution JPEGs and, when published, should be credited to 'Bridgestone Corporation'.

Registration

- To access the site users will require an individual username and password
- To register for your username and password, follow the instructions within the Media Area of www.bridgestonemotorsport.com

For all media enquiries, please contact
Tom Tremayne, tomt@bsmotorsport.com





MOTORSPORT CONTACT INFORMATION

Bridgestone Motorsport's media service is designed to provide access to a comprehensive range of written material and photography both on and off track, catering for all your information needs.

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BRIDGESTONE IN MOTORSPORT

From Le Mans to the Paris-Dakar and from karting to Formula One and MotoGP, Bridgestone has an illustrious racing heritage in the world's leading championships on both two and four wheels.

Bridgestone has been at the fore-front of innovation and development in motorsport since making its racing debut at the first Japanese Grand Prix in Suzuka in 1963. It is now 35 years since the Bridgestone Motorsport department was first established in Japan in 1976.

Bridgestone's sporting heritage is extensive:

1963

Bridgestone first steps into the competitive world of motorsport at the Nihon Grand Prix

1970s

Participation commences in a string of series including the Le Mans 24hrs Endurance race, Daytona 24hrs, F2000, F2, F3, Australian Touring Cars and karting

1980s

Bridgestone-shod team claims first win in the maiden year of both European F2 and European F3000 participation

Bridgestone-shod teams finish 1-2 in first attempt at Paris-Dakar Full Le Mans programme begins

1995

Entered CART (with Firestone)

1996

Entered IRL (Indy Racing League) (with Firestone)

1997

Entered FIA Formula One World Championship

1997-1998

Bridgestone-shod teams take championship titles in FIA-GT

1998-2004

Bridgestone-shod teams take consecutive F1 Drivers and Constructors World Championship titles

1991-1996

Bridgestone participates in DTM (ITC), claiming both championship titles in the second year

1991-1994

Bridgestone teams take four consecutive victories at Monaco F3

1991

Bridgestone enters the WGP 125cc Championship

1991-2001

Bridgestone supports Marlboro Masters of F3

1994

Six World Championship karting titles in Formula Super A
Eight World Championship karting titles in Formula A
World Cup karting title in Formula A
Formula Super A European Karting Championship
Six Formula A European Karting Championships
Formula Super ICC European Karting Championship

1999-2000

Bridgestone is sole tyre supplier to FIA Formula One World Championship

2000

Sole tyre supply to IRL (with Firestone) and CART (with Firestone) commences

2002

Bridgestone starts participation in MotoGP. Sole tyre supplier to CART (later CCWS) (with Bridgestone brand) commences

2005

Sole supply to the GP2 Series commences

2007

Bridgestone is sole supplier to FIA Formula One World Championship for the second time

2007-2008

Bridgestone-shod team and rider claim FIM MotoGP World Championship titles

2008

Sole supply to GP2 Asia Series commences

2008-2010

Bridgestone is Official Tyre Supplier to the FIA Formula One World Championship. 2009 sees Bridgestone-shod F1 teams and drivers claim their tenth Drivers and Constructors World Championship titles

2009 – 2011

Bridgestone is Official Tyre Supplier to the FIM MotoGP World Championship

For further information please visit:
www.bridgestonemotorsport.com

MAKE CARS GREEN

MAKE CARS GREEN is an international environmental campaign, aimed at reducing the impact of motoring on our planet. It is a campaign in which Bridgestone is pleased to partner the Fédération Internationale de l'Automobile (FIA) in promoting.



MAKE CARS GREEN

Building on the principles outlined in the FIA's declaration on air quality, climate change and automotive fuel economy, the 'MAKE CARS GREEN' campaign outlines how policy makers, industry and consumers can all play a constructive role in the future.

As well as the new global standard for fuel economy, the other policy objective of the campaign is to reduce the impact of motoring on the environment through the promotion of more environmentally friendly and fuel efficient driver behaviour. This includes the introduction of new technologies to help motorists monitor their environmental impact; the improvement of tyre design to help save energy; and the promotion of the global use of unleaded and sulphur free fuels.

MAKE CARS GREEN aims to reduce the impact of motoring on the environment by educating drivers about more environmentally friendly and fuel-efficient driver behaviour. With the cooperation of automobile clubs in each country, Bridgestone and its group companies are promoting "10 points for greener motoring" throughout the world to encourage drivers to "think green" when they drive.

*10 points for greener motoring

- Buy Green
- Plan your journey
- Check tyre pressures frequently
- Reduce loads and avoid the need for roof racks
- Don't warm up your engine before starting off
- Use air conditioning only when necessary
- Accelerate gently and keep your speed constant
- Use engine braking
- Don't idle your engine
- Offset your CO₂ emissions

Check your tyre pressures frequently

- A well-inflated tyre decreases the rolling resistance and thereby increases efficiency.
- Driving on tyres with air pressure at 50kPa (0.5kg/cm²) lower than it should be decreases fuel efficiency by two per cent and four per cent respectively in urban and suburban areas.
- Consider fitting your car with tyre pressure monitoring systems that allow you to know when you need to refill your tyres.
- A correctly inflated tyre increases the grip on the road and therefore is not only a greener but a safer tyre.

www.makecarsgreen.com



DID YOU KNOW?

Bridgestone are the Official Tyre Supplier to the MotoGP World Championship, but that is just one aspect of the multinational corporation. Here's a look at Bridgestone's diversified business activities.

Bridgestone Motorsport is just one part of a global company that employs over 137,000 people and sells products in more than 150 countries around the world. Tyres constitute the majority of Bridgestone's consolidated sales, though the company produces far more than just tyres.

Potenza S001

Bridgestone's latest Potenza ultra-high performance sports car road tyre combines the latest tyre technology, developed in two- and four-wheeled racing across the globe, with Bridgestone's Ecopia technology for a top performing road tyre for the world's most powerful sports cars with decreased rolling resistance. The Potenza S001 meets the trend to more fuel efficient motoring with a lighter belt construction than the previous Potenza generation and reduced rolling resistance and higher fuel efficiency.

Industrial tyres

For the past 30 years Bridgestone has been an innovator in the field of industrial tyres, supplying a range of products for mining, construction, highway and port services.



The scale of these tyres is vast: Bridgestone's most impressive, for use in 400 ton dump trucks, measure 4 metres in diameter and weigh 5.1 tons each.

Aircraft tyres

Bridgestone has also been producing aircraft tyres for over 60 years. Aircraft tyres operate at high loads and are therefore manufactured to be extremely strong, so Bridgestone developed RRR technology (Revolutionary Reinforced

Radial) which provides four key benefits: increased resistance to external damage; a reduced chance of tyre destruction through busting or tread separation even if damage occurs; reduced tyre weight for better fuel economy; and improved abrasion resistance.

Seismic Isolator

The Bridgestone 'Multi-Rubber Bearing' seismic isolator is a prime illustration of Bridgestone's cutting-edge technology with practical safety implications. A seismic isolator is used to protect structures from earthquake damage by permitting some movement in the foundations, thereby preventing cracking and collapse of brick and concrete-work. Japan's Osaka railway hospital, the Los Angeles City Hall and Bridgestone's R&D Centre are just three high-profile examples of Bridgestone's seismic isolators in effective use.



Clean energy

Bridgestone formulated EVASAFE, an adhesive film that fastens silicon cells to glass in solar modules. The strength of EVA (ethylene vinyl acetate) film is that it becomes transparent and colourless when heated, while its waterproof and UV resistant characteristics make it the perfect bonding agent for solar units. EVA film is a critical component of solar modules, which are in increasing demand as a clean energy source.

4200 tons is the scheduled monthly production capacity of EVA film at Bridgestone's Iwata plant from the first half of 2012.

The Bridgestone Americas Tire Operations manufacturing plant in Aiken County, USA, is only the second tyre plant in the world, along with Bridgestone's Warren Country plant, to have attained LEED (U.S Green Building Council's Leadership in Energy and Environmental Design) certification.

Electronic paper

Bridgestone is also responsible for inventing the world's largest-class, thinnest flexible colour display, the Quick Response Liquid Powder Display. The electronic paper, branded AeroBee, is an alternative to liquid crystal displays (LCD) and can be used for displaying anything from text to photographs in full colour. It requires no



electrical power to maintain the image, making AeroBee a medium that could potentially reduce paper displays in the future. Electronic paper contributes both to forest preservation by conserving paper resources and to the prevention of global warming by saving power.

0.29mm is the thickness of Bridgestone's AeroBee electronic paper.

Golf

Bridgestone is a proud and prolific producer of golf equipment, from clothing to clubs, bags and balls, and is the title sponsor of the World Golf Championships Bridgestone Invitational until 2014.

Bicycles

Bridgestone produce a range of bicycles in Japan, from commuting models to race bikes, and have been at the forefront

of the market for 30 years. In 2004, Bridgestone sold more than one million bicycles in Japan. Bridgestone Cycle is the official sponsor of X2 Tokyo, which aims to increase the distribution of bicycles among the residents of Tokyo in order to improve convenience and establish lifestyles that have a favourable effect on the environment.



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BRIDGESTONE
Motorsport



MOTORSPORT
GALLERY
2011

2011 MOTORSPORT CALENDAR

MOTOGP

IZOD INDYCAR

FORMULA NIPPON

CIK KARTING

SUPER GT

[illegible]



**TORIL/LE MANS
ASSEN/MUGELLO
CA/BRNO/INDIANAPOLIS
LIP ISLAND**

BRIDGESTONE
Motorsport



