

News Release



For Immediate Release
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9 October 2017

**BRIDGESTONE EARTHMOVER TYRES PTY LTD AND
BRIDGESTONE ENGINEERED PRODUCTS OF ASIA SDN BHD (AU BRANCH)
INTEGRATE TO FORM BRIDGESTONE MINING SOLUTIONS AUSTRALIA PTY LTD**

- **Bridgestone Mining Solutions Australia becomes the only company of its kind to offer comprehensive pit-to-port solutions for the mining, industrial and construction industries.**
- **The newly integrated company enables customers to access an unprecedented range of value-added products and services.**

SYDNEY, 9 OCTOBER 2017: Bridgestone Earthmover Tyres Pty Ltd (BSEM) is pleased to announce the integration of Bridgestone Engineered Products of Asia Sdn Bhd, Australian Branch (BSEA AU) into its operations. As a result of the integration, BSEM and BSEA AU will operate under the new name of Bridgestone Mining Solutions Australia Pty Ltd. (BMSA). Both the integration of BSEA AU and the new name become effective from 1 January 2018.

“Bridgestone Mining Solutions Australia will strengthen our leading position in the market in both product and service solutions,” says Steve Niho CEO, Bridgestone Earthmover Tyres. “The new business structure will enable greater focus on specific functions of the business to enhance value creation for our customers, making us their indispensable partner. The name Bridgestone Mining Solutions Australia reflects our Solutions Driven focus and commitment to the mining, industrial and construction industries and realises our strategy of aligning regional company strategies with global Bridgestone Corporation.”

The integration will provide Bridgestone Mining Solutions Australia with the platform to offer comprehensive customer solutions and a wider range of products and services to its valued customers. The product range previously offered under BSEA AU includes conveyor belts, hydraulic hoses, marine fenders, rubber tracks and other bespoke rubber products. Their services include conveyor belt splicing and quality assurance. These products and services complement the existing range of products and services offered by BSEM including off-the-road (OTR) tyre supply, OTR tyre repairs, wheel and rim supply, refurbishment and repair, OTR fitting and On-Site-Service (OSS).

“Over the years, BSEM and BSEA AU have consistently collaborated to provide a comprehensive offering to their customers,” continues Steve Niho. “Senior management of both BSEM and BSEA AU are confident the integration will result in a win-win for the two Bridgestone businesses and, most importantly, for their valued customers.”

As a result, BMSA can offer an unprecedented total mobility, pit-to-port solution package for the mining, industrial and construction industries, demonstrating its commitment to creating value for its customers.

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