

April 24, 2014

Subject: Bridgestone Pension Lump Sum Opportunity

Dear Former Employee:

Bridgestone is offering a limited-time, voluntary Opportunity that allows you to receive your Bridgestone pension benefit now. This is a benefit you earned while employed at Bridgestone Americas, Inc., Bandag Incorporated or one of their affiliated companies. On the reverse side of this letter, you will find a description of the former employees who are eligible for the Pension Lump Sum Opportunity and the Bridgestone Plans under which the Opportunity is offered.

The Bridgestone Pension Lump Sum Opportunity is available from **May 1 through June 12, 2014**. During this Opportunity, you have the option to:

- Elect to receive your pension benefit as a single lump sum payment determined as of September 2014,
- Elect to start your pension benefit in the form of monthly payments as early as September 2014, or
- Wait to begin receiving your pension benefit when you are otherwise eligible under the applicable Bridgestone Plan.

Check your mail for additional information. The following materials will arrive the first week of May:

- Election Kit Includes your personal payment options and amounts, as well as the forms you need to
 complete to elect a lump sum payment and instructions on how to elect monthly payments.
- Decision Guide Provides offer details and key things to consider when making your decision.

Once you receive your materials, you are encouraged to speak with a personal financial planner and/or tax advisor about your payment options and your personal situation. It's up to you to decide which payment option is best for you.

If you do not respond on or before **June 12, 2014**, you will continue to be eligible to begin payment of your vested pension benefit at the time provided under the normal provisions of the applicable Bridgestone Plan (which is generally at or after you have reached age 55). The payment options available to you will be determined by the applicable Bridgestone Plan provisions in effect when you begin payment of your benefit.

Beginning April 25, you may contact the Bridgestone Lump Sum Payment Center at 1-855-356-3245 between 9 a.m. and 6 p.m. Eastern Time, Monday through Friday, with any questions you may have.

Remember, this is a limited-time Opportunity. To elect a lump sum payment, you will need to mail your completed lump sum election forms and any required documentation **no later than June 12, 2014**. Bridgestone does not plan to offer a lump sum payment option again in the future.

Sincerely,

Frank Racco Director, Benefits

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Bridgestone Americas, Inc.

Additional Information About the Pension Lump Sum Opportunity

The preceding letter, and the Election Kit and Decision Guide that you will receive the first week of May, describe the details of the voluntary Bridgestone Pension Lump Sum Opportunity.

The Opportunity is available to certain former employees who:

- Have an earned pension benefit with a value greater than \$5,000 and less than \$100,000 under the
 Bridgestone Americas, Inc. Non-Contributory Pension Plan as of September 1, 2014, or have an earned
 pension benefit with a value greater than \$5,000 under the Bridgestone Americas, Inc. Salaried
 Employees Retirement Plan, the Bridgestone Americas, Inc. Hourly Employees Retirement Plan or the
 Bridgestone Americas, Inc. Retirement Plan (which includes former employees of Bandag Incorporated
 and its affiliates) (the "Plan" or "Plans")
- Terminated employment with Bridgestone and its affiliated companies before November 1, 2013, in the case of a participant in the Non-Contributory Pension Plan, and before January 1, 2014, in the case of a participant in any other Plan
- Have not started receiving benefit payments from the Plans prior to September 1, 2014
- Were not retirement eligible (generally age 55 or older) under the terms of the Plans at the time they terminated employment with Bridgestone and its affiliated companies
- Were not rehired by Bridgestone or an affiliated company on or before September 1, 2014

However, former employees who are entitled to cash balance benefits or benefits derived from employee contributions under a Plan, were at least age 70½ on December 31, 2013, or whose benefits cannot be readily calculated under the standard pension administration system without manual intervention or calculation, are not eligible for the Pension Lump Sum Opportunity. Benefits that cannot be readily calculated include benefits subject to a Qualified Domestic Relations Order (QDRO) or other lien or payable to an alternate payee.

For those former employees with an earned benefit under the Non-Contributory Pension Plan, the lump sum value of the benefit that is shown in their personalized Election Kit will be an estimate and will serve as the minimum amount of their lump sum payment available under the Opportunity. This value will be finalized in August when the IRS publishes the interest rates required to be taken into account in calculating lump sum values as specified in the Non-Contributory Pension Plan. If it is finally determined that a former employee's lump sum value is \$100,000 or more, that former employee will no longer be eligible for this Bridgestone Pension Lump Sum Opportunity.

The descriptions found in the Pension Lump Sum Opportunity materials are not intended to cover all the details about the Plans. Complete descriptions of these benefits will be found in the legal Plan documents. If there is a conflict between the material in the Pension Lump Sum Opportunity materials and the legal Plan documents, the legal Plan documents will govern. Bridgestone reserves the right to modify, amend or terminate, in any manner and at any time, the provisions of the Plans, including those described in the Pension Lump Sum Opportunity materials.

For a summary of the current Plan provisions, please consult your Summary Plan Description ("SPD"). The preceding letter, this attachment, your Election Kit and the Decision Guide are intended to serve as a Summary of Material Modifications to your SPD and therefore should be read together with your SPD.

April 2014