



**SHAPING
TOMORROW**

JULY 2016

INTERIORS REVEAL

Project Update



BSAM HQ



The renderings contained in this presentation are representative images of the interior of our future headquarters.

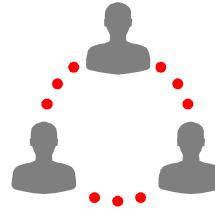
Service Operations Center (SOC)



Project Goals



Why are we doing this?



Foster Innovation

Enable our People

Embrace our Future

How will we achieve these goals?

Break down Silos

Invest in Services,
Technology, and
Infrastructure

Instill Brand Pride
Celebrate History

Encourage Connections

Provide Flexibility

Demonstrate Global
Reach

Enhance Collaboration

What are the specific design strategies?

What will a day in the life be like?

Our Neighborhood



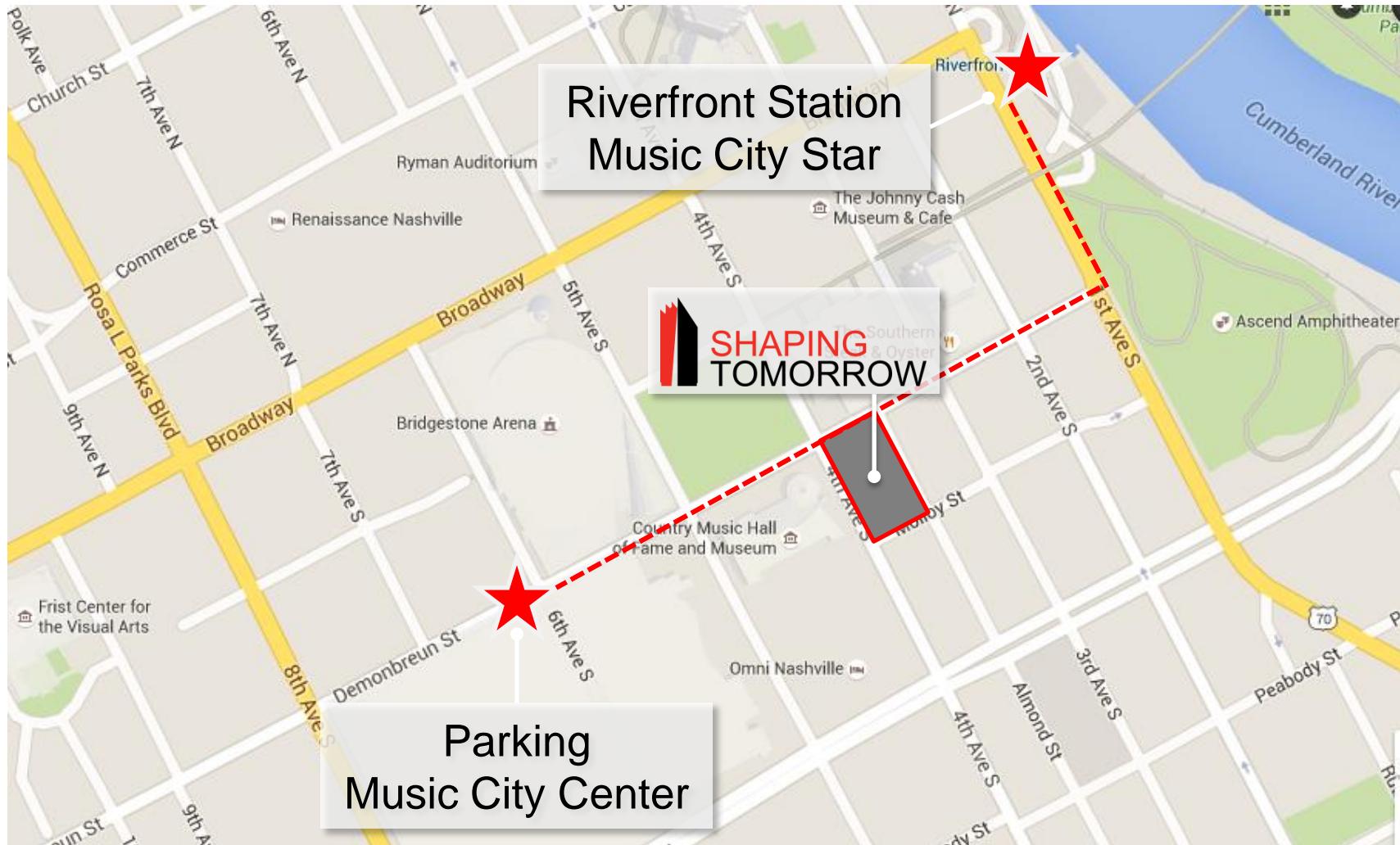
Shaping Tomorrow gives Bridgestone a dominant presence in downtown Nashville, TN – a vibrant, growing, and globally recognized destination.



Commute and Access



Shaping Tomorrow gives Bridgestone a dominant presence in downtown Nashville, TN – a vibrant, accessible, and globally recognized destination.



Day in the Life - Lobby Arrival



8:30 AM



Welcome to Bridgestone Americas HQ.

Branding and physical product displays make the lobby an inspiring welcome for teammates and visitors.



Day in the Life - Access and Entry



8:30 AM



Badge turnstiles and Destination Dispatch elevator system balance accessibility, convenience, and security.



Day in the Life - Juice Bar

9:00 AM

As you enter the building, you will be met with several amenities designed to enhance your experience at work. This morning at the juice bar, you can grab a coffee or catch up with a teammate.



Day in the Life - Lounge

9:00 AM

Near the juice bar, there is comfortable, functional space for teammates to gather and socialize. An open staircase connects the lounge space to the rest of the building.



Day in the Life - Lounge



View from the top of the stairs, overlooking the lounge and outdoor patio



Day in the Life - Individual Work



10:00 AM

Placing offices on the interior gives the entire floor access to natural light. Ergonomic work settings feature sit/stand desks, surrounded by a variety of spaces enclosed with glass, balancing visibility with acoustic privacy.



Day in the Life - Emails



11:30 AM



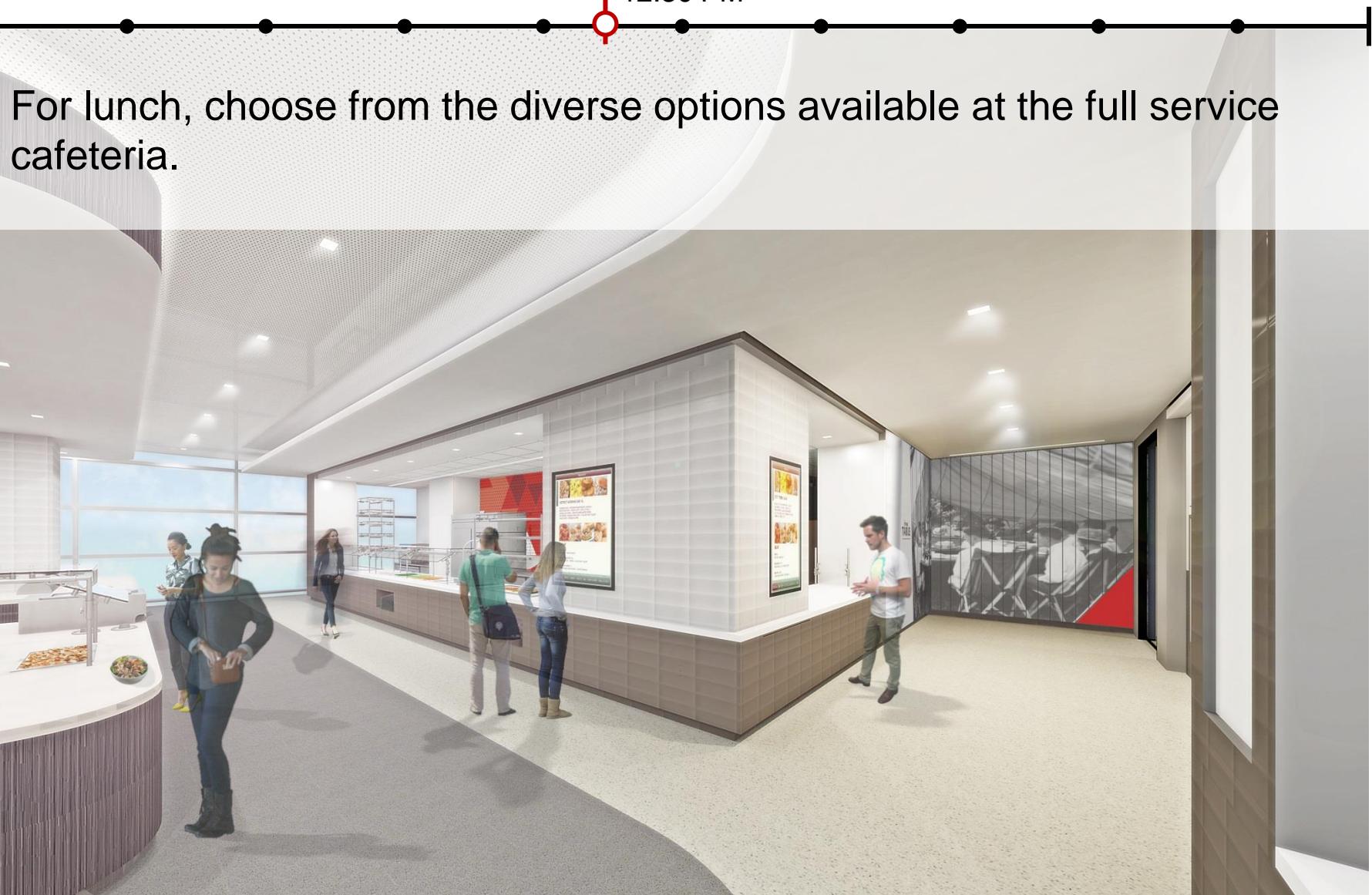
Here, catch up on emails between meetings or connect with teammates from other areas of the building. The building is equipped to support your work from anywhere.



Day in the Life - Lunch



12:30 PM



For lunch, choose from the diverse options available at the full service cafeteria.

Day in the Life - Lunch



12:30 PM

Seating areas are equipped with WiFi and screens for media and communications.

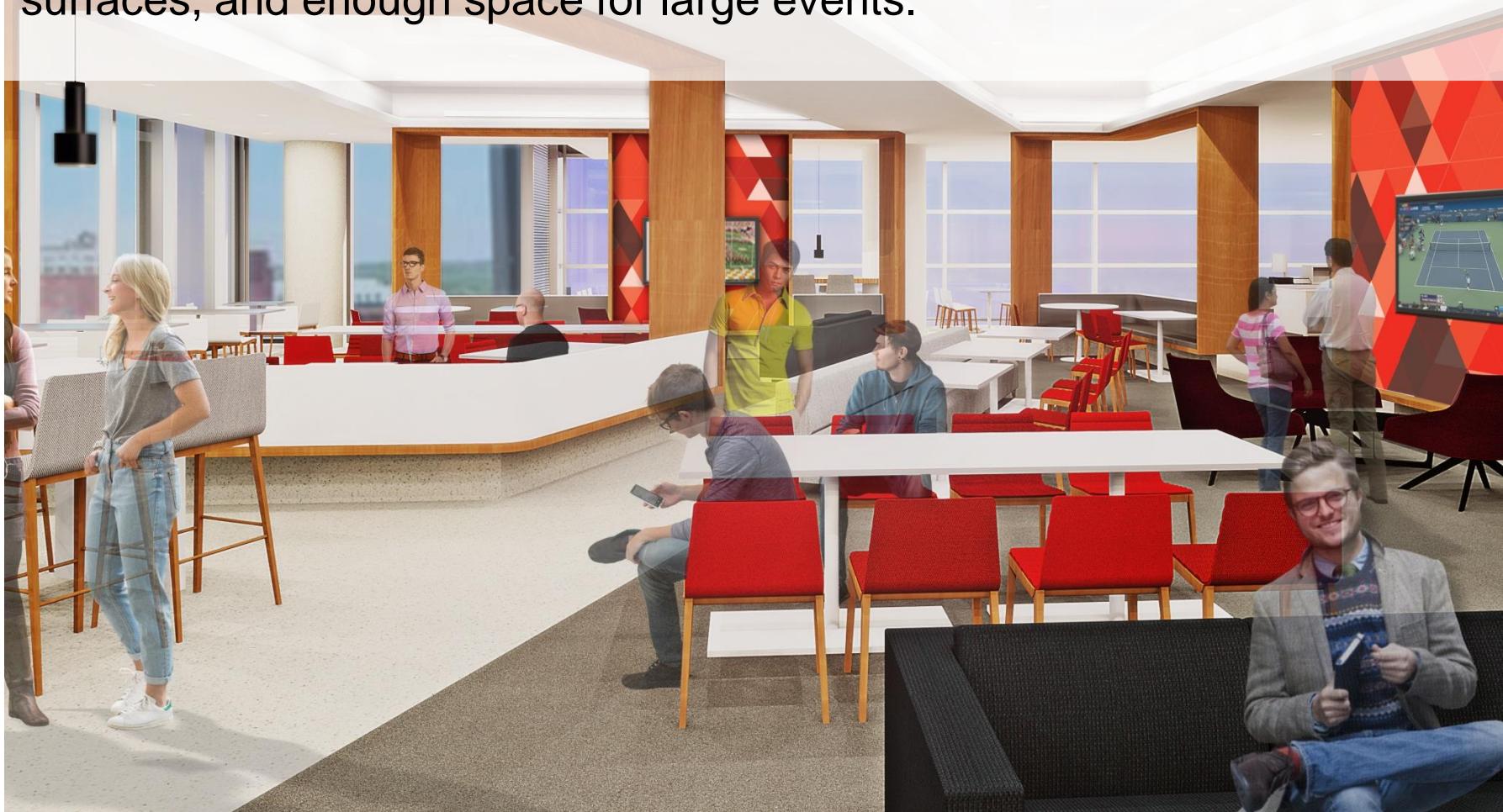


Day in the Life - Lunch Meeting



12:30 PM

Multi-purpose dining and gathering space has a variety of seating and surfaces, and enough space for large events.



Typical Floorplan - 25



Small Conference Space

 Med/Lg Conference
Space

Conferencing Center



Day in the Life – Conferencing Center



1:30 PM

Bridgestone's colleagues and customers from around the world will be welcomed into the heart of the space, near the conference center and lounge



Day in the Life - Team Meeting



The new headquarters enhances collaboration by providing double the conference space compared to the present state.



Day in the Life - Training



The increase in meeting space is in a wide variety of collaborative venues, both large and small.



Day in the Life



4:00 PM

Upgraded Wellness Rooms for nursing mothers.



Day in the Life - Afternoon Break



4:00 PM



Micro-Markets on every third floor with grab-and-go food at all hours.



Day in the Life - Afternoon Break



MICRO MARKET ■

HUB ■

CAFE & DINING ■

JUICE & COFFEE BAR ■

Day in the Life - Afternoon Break



4:00 PM

Get some fresh air at the outdoor patio, with views of the skyline, the Cumberland River, and adjacent Walk of Fame Park.



Day in the Life - End of Work Day



5:30 PM

A convenient place to get active.



What's Next



- Offer Letters (September 2016)
- Paper Purge Kickoff (Q4 2016)
- Workstation Mockups (Q4 2016)
- Project Updates (Quarterly)