

Bridgestone Wants to be ‘Most Profitable’ in Europe

It's only a few months since German financial daily the Handelsblatt referred to Hankook Tire Co. as “an aggressive challenger” to Continental AG.

On Oct. 9, the newspaper reported on a challenge facing the German tiremaker from other quarters. In an interview, a senior Bridgestone Corp. manager let it be known that the global market leader also wants to play a leading role in Europe in future.

“We consider the European automotive market to be one of the mostly highly competitive in the world,” Handelsblatt quoted Bridgestone CEO Masaaki Tsuya as saying. “However, we want to become the best and most profitable car tire manufacturer in Europe.”

The financial daily added that the Japanese tiremaker no is longer content for a second-tier position within Europe: “In competing against Conti we can draw upon advantages from our global network and our high expenditure on research and development,” Tsuya told the Handelsblatt, adding that he is confident Bridgestone will achieve the goal of European market leadership. (Tyres & Accessories)