



Press Contact
Adobe
Mike Ruppert
ruppert@adobe.com

Bridgestone Shifts Gears to Redefine Digital and Physical Approach to Customer-Led Experiences with Adobe Partnership

- **Bridgestone adopts Adobe Experience Cloud to blend physical and digital customer experience**
- **Partnership will support brand's wider strategic journey to cement its position as industry's most innovative and sustainable repair network**
- **Bridgestone to place digital commerce at heart of its offering, making every customer interaction count**

London, UK – 22 March 2022, Adobe and Bridgestone, global leader in tyres and rubber providing solutions for safe and sustainable mobility, announced a new partnership to revolutionise the customer experience, seamlessly blending digital and physical channels to better engage with customers and strengthen Bridgestone's position as one of the world's most trusted and innovative retail networks.

Bridgestone will launch a new best-in-class ecommerce platform, powered by [Adobe Experience Cloud](#) and driven by customer insights seamlessly pulled together from multiple online and offline sources. In doing so, Bridgestone will give customers quick online access to its stores, product and service offerings, online payments, and garage appointments.

"Every customer interaction be that in one of our stores, repair centres or online, is important to us," said Christophe de Valroger, VP Retail EMIA at Bridgestone. "Our partnership with Adobe will help us accelerate our goal of providing a connected, personalised experience to all our customers that offer more value and convenience."

The industry's most innovative and sustainable repair network

In addition to its industry-leading work manufacturing tyres, Bridgestone is also one of the largest repair networks in the industry, with 17 different brands, such as First Stop, Speedy and Reiff, and present in 36 countries in EMIA.

The Adobe partnership will help Bridgestone redefine its approach to the customer experience across its entire product and service portfolio in its retail network. By placing digital commerce at the heart of its long-term growth strategy, Bridgestone will get closer to its diverse customer base through more sophisticated digital commerce capabilities, no matter which brand, product, or service they choose.

Bridgestone's increased focus towards online activity also supports its bid to reduce carbon emissions in 2030 by 50%, compared to 2011 levels, and to become carbon neutral in its shops by 2050, at the latest. Combining its new digital technologies and existing activities across efficiency of the operations, waste management, increased use of environmentally friendly materials, and clean energy, will further the brand's commitment to meeting its sustainability goals.

Making every customer interaction count

For Bridgestone, every individual customer interaction matters. Because it typically only sees its customers once or twice a year, getting each interaction right is vitally important. Customers expect these experiences to be convenient, efficient and seamless. They often interact with the company when they're in need of emergency repairs, which can be stressful – making quality experiences all the more important.



Through its blended digital and physical offering, Bridgestone is developing new and enhanced ways to engage with customers and eliminate the stress of vehicle repairs. For example, Bridgestone will send automated notifications of upcoming maintenance needs directly to a customer's phone, along with automatic proposals for online appointments, and personalised quotes and offers.

Through its "Concierge experience", which also leverages Adobe technology, Bridgestone will be able to manage every aspect of the repair service, from vehicle pick-up to drop-off, all at the click of a button – meaning each touchpoint guarantees the maximum convenience and efficiency for customers.

"As the world returns to in-person experiences, customers increasingly expect the connection between their online and offline experiences to be seamless and personal," said Luc Dammann, VP & Managing Director, Western Europe at Adobe. "Bridgestone is putting personalisation at the heart of their approach, and this is delivering the kind of standout experiences, both in-store and online, to their millions of customers."

About Adobe

Adobe is changing the world through digital experiences. For more information, please also visit www.adobe.com.

About Bridgestone in Europe, Russia, Middle East, India, and Africa:

Bridgestone in Europe, Russia, Middle East, India, and Africa (Bridgestone EMIA) is the regional Strategic Business Unit of Bridgestone Corporation, a global leader in tyres and rubber building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Zaventem (Belgium), Bridgestone EMIA employs more than 20,000 people and conducts business in 40 countries across the region. Bridgestone offers a diverse product portfolio of premium tyres and advanced solutions, backed by innovative technologies, improving the way people around the world move, live, work and play.



BRIDGESTONE

For more information about Bridgestone in EMIA, please visit www.bridgestone-emia.com and press.bridgestone-emia.com. Follow us on [Facebook](#), [Instagram](#), [YouTube](#) and [LinkedIn](#).

###