



*For a world where roads  
are safe for every road user,  
everywhere.*

**Bridgestone Corporation joins UN global partnership to build a world where roads are safe for everyone.**

**Geneva, 13 July 2022**

The UN Road Safety Fund (UNRSF) is pleased to announce that Bridgestone Corporation has joined its global partnership to tackle the hard-hitting global road safety crisis we all face today.

Since 2018 the Fund has been working to help halve road deaths and injuries in low- and middle-income countries, where over 90% of the 1.3 million fatal crashes occur each year.

By joining the Fund, Bridgestone Corporation forms part of a global network of communities, civil society, governments, companies and UN agencies that are addressing critical gaps in national road safety systems.

In operation in 30 countries in five regions, UNRSF funding is already going to support better urban planning for school zones, low emission non-motorized transport, speed management and cleaner safer used vehicle standards.

It is an exciting time for Bridgestone Corporation to be part of this growing momentum. When it comes to the return on investment, we know that US \$100 million in contributions to the UN Road Safety Fund between 2022-2025 could save 64,000 lives; avert 640,000 serious injuries; and leverage US \$3.4 billion of investment for safe and sustainable transport worldwide.

“Believing it is our role and responsibility to continue supporting mobility and movement of people and objects and contribute to realizing sustainable society, the Bridgestone Group is proud to join the global collaboration driving the UN Road Safety Fund’s vision and mission of building a world of safer roads for all. The Fund’s vital efforts align closely with our corporate commitment, the “Bridgestone E8 Commitment” and the Group strives to improve the safety and lives of present and future generations.”

**Shu Ishibashi**, Global CEO and Representative Executive Officer

For more information on how to join the UN Road Safety Fund, visit:  
[www.roadafetyfund.un.org](http://www.roadafetyfund.un.org) or contact [unrsf\\_secretariat@un.org](mailto:unrsf_secretariat@un.org)

