Bridgestone – South African trademarks

Updated 8 November 2026

Bridgestone is a Japanese tyre maker – one of the world's largest – producing tyres for cars, trucks and off-road vehicles under the Bridgestone and Firestone brands.

How Bridgestone has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#139
largest trademark owner in South Africa (of 121,626)

398
trademarks filed

12
different logos published since 2020

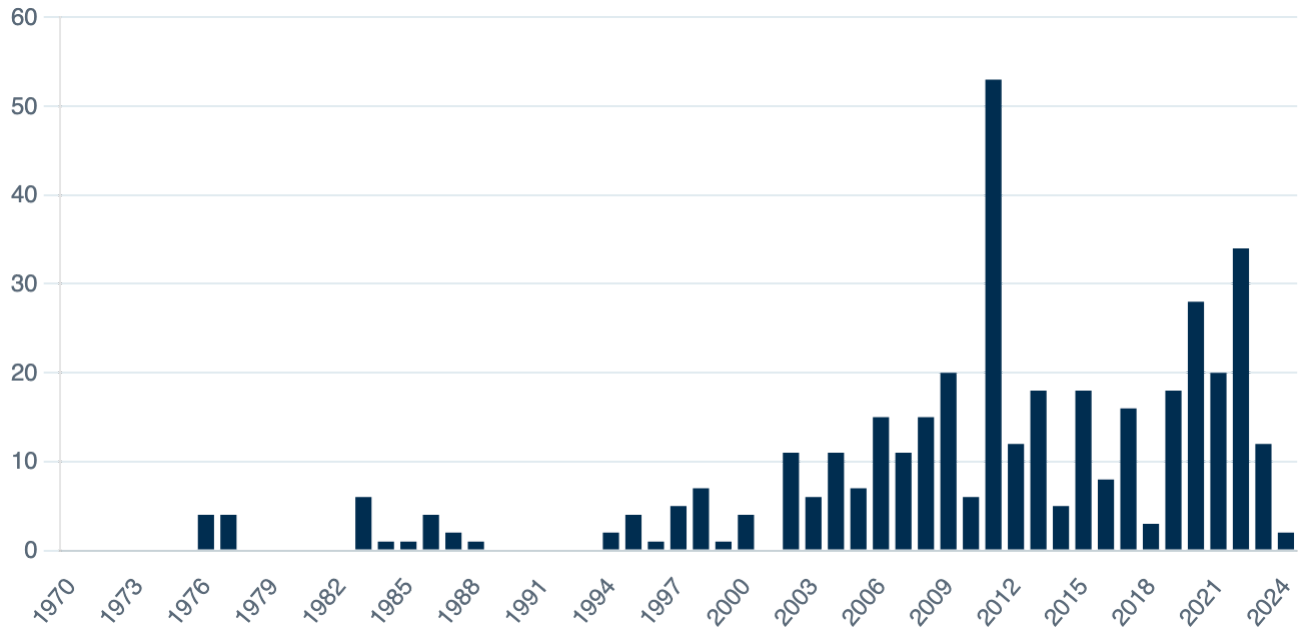
27
of 45 classes used

1967
first trademark filed

141
filed in the last 10 years

A portfolio built over time

Bridgestone filed its first South African trademark in 1967 and has filed 398 since; its busiest year was 2011, with 53 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

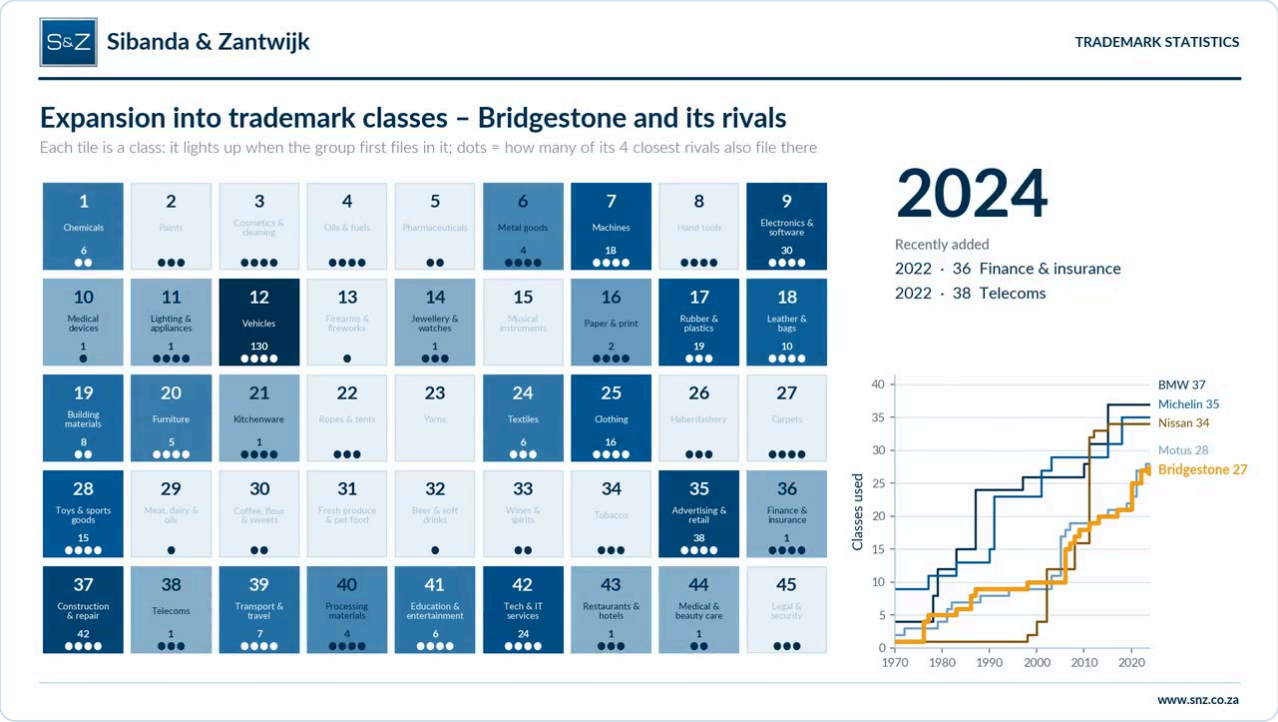
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Bridgestone	326	1967–2024
Bridgestone South Africa	60	1976–2020
Bridgestone South Africa Retail	19	1995–2003
Bridgestone Europe	15	2020–2022
Bridgestone SA	6	2023–2023
Bridgestone Americas	5	2017–2021

Where Bridgestone expanded its business

Trademark classes show what a business sells. Bridgestone's portfolio is concentrated in vehicles (class 12), construction & repair (class 37), advertising & retail (class 35). Its most recent moves were into finance & insurance (2022), telecoms (2022), medical & beauty care (2020).

Bridgestone trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bridgestone-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
12 Vehicles	130	32.7%	1967
37 Construction & repair	42	10.6%	1976
35 Advertising & retail	38	9.5%	1998
9 Electronics & software	30	7.5%	1987
42 Tech & IT services	24	6.0%	1983
17 Rubber & plastics	19	4.8%	1977
7 Machines	18	4.5%	1976
25 Clothing	16	4.0%	1986

The brands Bridgestone protects most

The word marks and logo names Bridgestone has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	BRIDGESTONE	32	17	1967–2011
2	Solutions For Your Journey	19	19	2020–2020
3	Bridgestone T&DPaaS	16	8	2019–2021
4	YOUR JOURNEY, OUR PASSION	14	14	2011–2011
5	B E8 COMMITMENT	13	13	2022–2022
6	E8 Commitment	13	13	2022–2022
7	SUPA QUICK	8	6	1983–2023
8	CHASE YOUR DREAM	7	7	2015–2015
9	ECO-PRODUCTS	7	7	2009–2009
10	ONE TEAM, ONE PLANET.	6	6	2008–2009
11	PASSION TO TURN THE WORLD	6	6	2023–2023
12	BRIDGESTONE B	5	5	2015–2015
13	BRIDGESTONE GOLF	5	4	2008–2017
14	SPEEDY	5	3	1976–1997
15	SPEEDY TYRE & EXHAUST	5	3	2002–2002

Logos filed most often (since 2020)



13 filings · 13 classes



11 filings · 8 classes



8 filings · 8 classes
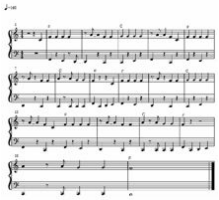
6 filings · 6 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



2 filings · 2 classes



1 filing · 1 class



1 filing · 1 class

Bridgestone's logos

The 12 different logos Bridgestone has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



13 classes



8 classes



8 classes
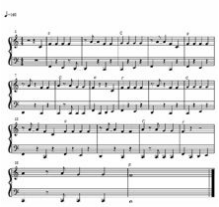
6 classes



3 classes



3 classes



3 classes



2 classes



1 class



1 class



1 class

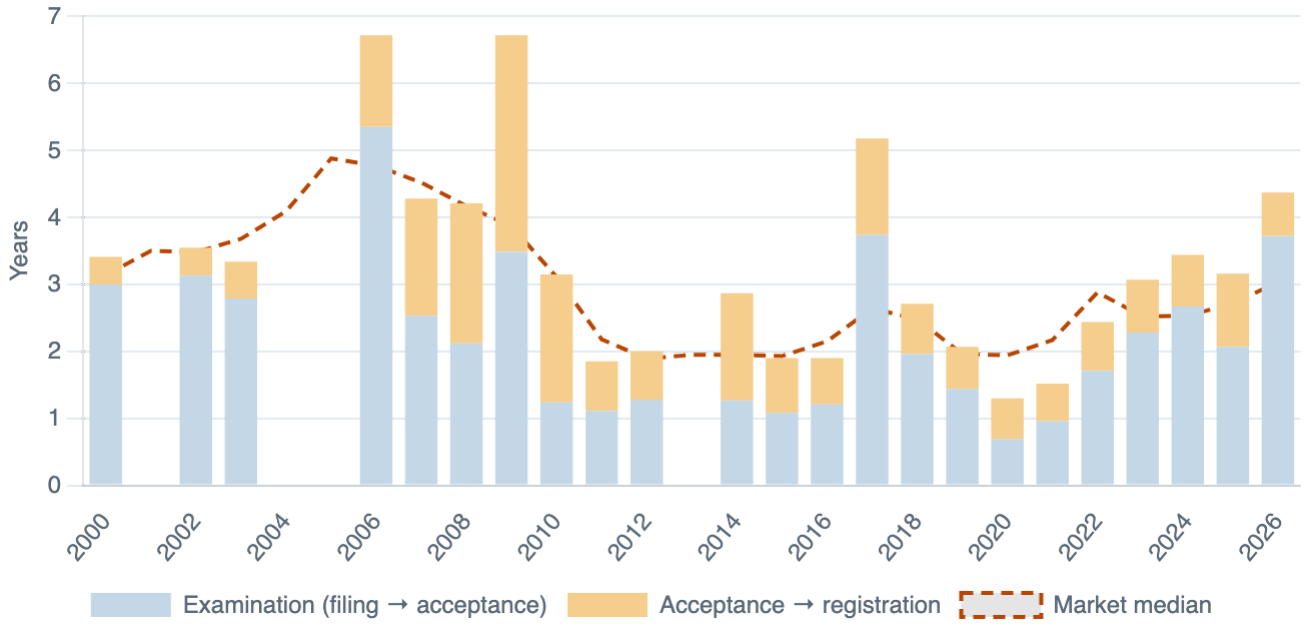


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Bridgestone's marks took a median of **3.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

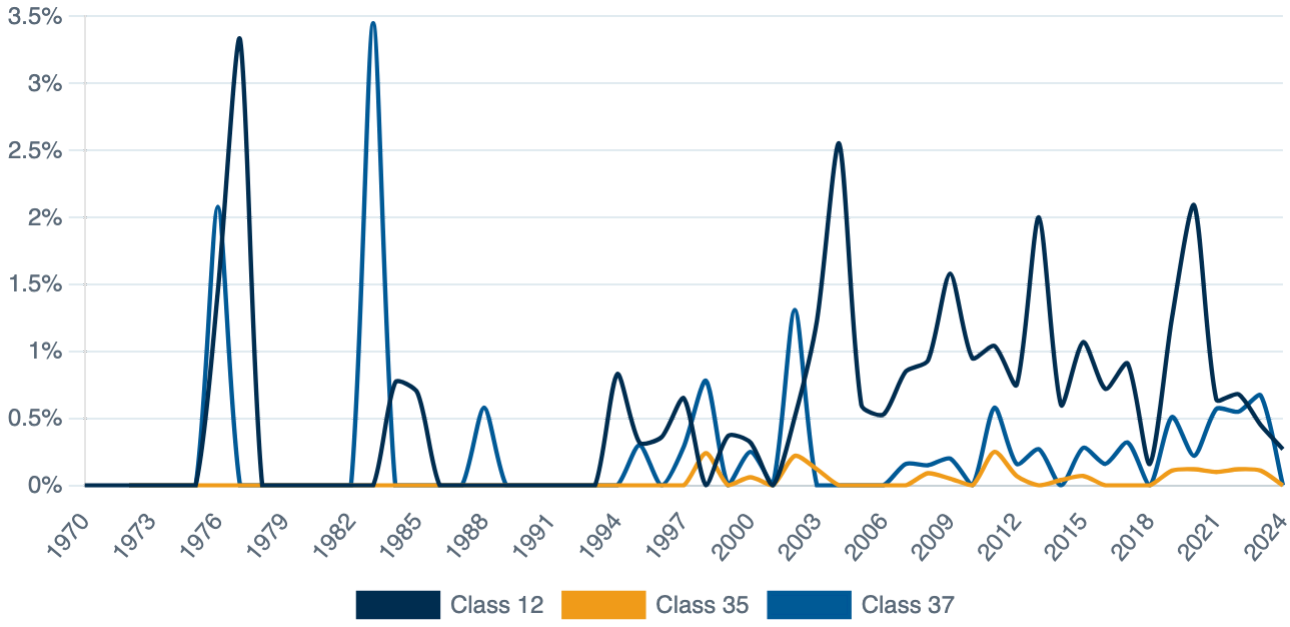


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Bridgestone's classes

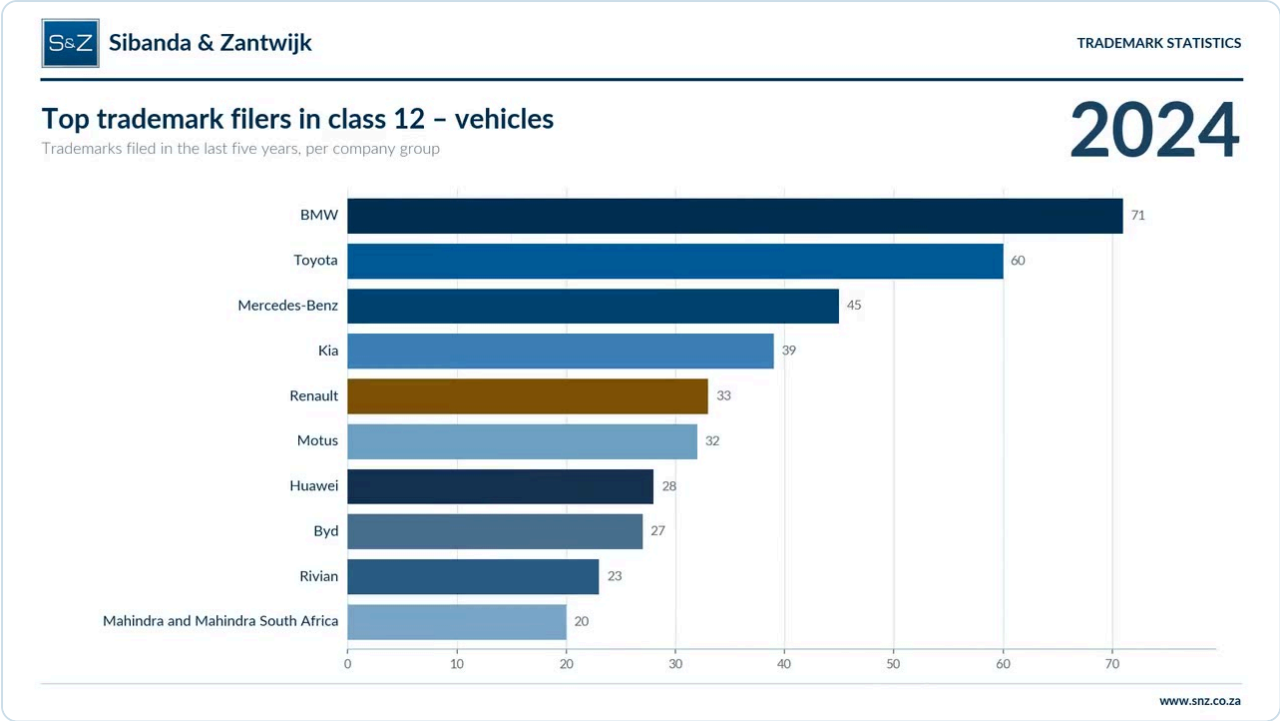
> Ranked by **number of trademarks filed in Bridgestone's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Bridgestone's market position, not who is most like it.

In the last five years, Bridgestone was **#13** of 891 filers in class 12 (vehicles), with 17 of 2,078 trademarks; **#13** of 1,255 filers in class 37 (construction & repair), with 10 of 2,181 trademarks; **#56** of 5,866 filers in class 35 (advertising & retail), with 11 of 11,124 trademarks.



Bridgestone's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Bridgestone



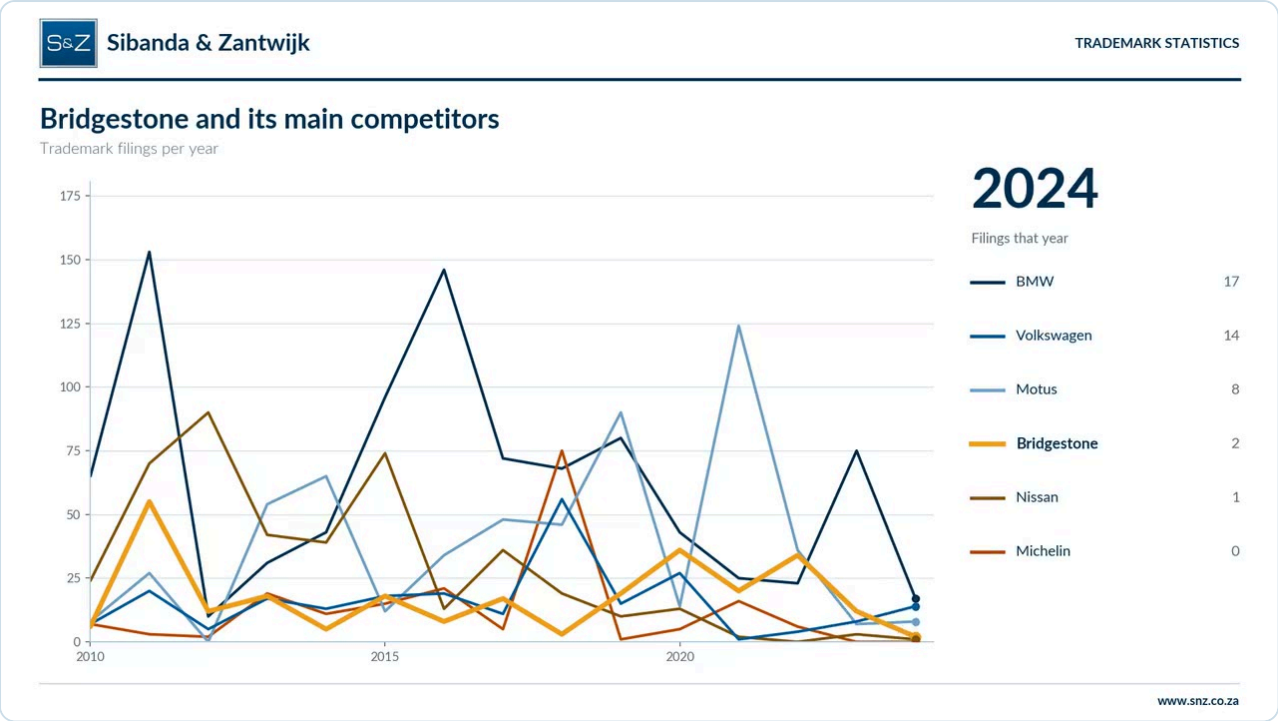
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bridgestone-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Bridgestone

> Ranked by **how similar their whole trademark portfolio is to Bridgestone's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Bridgestone's closest competitors in South Africa are BMW, Michelin, Motus and Nissan.

Bridgestone trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bridgestone-south-african-trademarks/competitors-video.html

Trademark filings per year: Bridgestone (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	BMW	Direct competitor	92%
2	Michelin	Direct competitor	84%
3	Motus	Direct competitor	82%
4	Nissan	Direct competitor	77%
5	Volkswagen	Direct competitor	74%
6	Rivian	Direct competitor	73%
7	Kia	Direct competitor	73%
8	Mercedes-Benz	Direct competitor	72%
9	Honda	Direct competitor	72%
10	Sumitomo Rubber Industries	Direct competitor	71%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Bridgestone – relevant export countries

South Africa exported **US$21.5 billion** of the goods Bridgestone's main classes cover in the last year – vehicles; tires; automobiles; trucks (class 12); computer software; computers; computer hardware; computer programs (class 9); rubber; hoses; gaskets; seals (class 17); machines; belts; conveyors; parts (class 7); hats; shirts; clothing; jackets (class 25). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Bridgestone's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	82	US$8.8 billion	+3%	National	US$2,388
2	United States of America	70	US$1.9 billion	+4%	National	US$3,425
3	United Kingdom	68	US$1.8 billion	+2%	National	US$1,371
4	Canada	60	US$129 m	+2%	National	US$2,192
5	Switzerland	59	US$203 m	+3%	National	US$1,660
6	Australia	58	US$591 m	+1%	National	US$2,380
7	Russian Federation	58	US$10 m	+14%	National	US$1,915
8	Singapore	56	US$55 m	+7%	National	US$2,144
9	Indonesia	56	US$46 m	+3%	National	US$2,630
10	Hong Kong SAR	55	US$15 m	+9%	National	US$1,715

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	OAPI (17 states)	54	US$288 m	+9%	National	US$1,563 S&Z
2	Nigeria	53	US$82 m	-5%	National	US$1,015 S&Z
3	Malawi	53	US$105 m	+43%	ARIPO	US$450 S&Z
4	Egypt	53	US$99 m	+1%	National	US$2,278
5	Namibia	52	US$786 m	+16%	ARIPO	US$450 S&Z
6	Tanzania	52	US$160 m	+3%	ARIPO	US$450 S&Z
7	Zimbabwe	52	US$688 m	+12%	ARIPO	US$450 S&Z
8	Algeria	51	US$9.4 m	+31%	National	US$1,445
9	Eswatini	50	US$217 m	-8%	National	US$446
10	Uganda	50	US$19 m	+16%	ARIPO	US$450 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
BRIDGESTONE	17	US$3,451	US$3,779
Solutions For Your Journey	19	US$3,857	US$4,149
Bridgestone T&DPaaS	8	US$1,624	US$2,117
YOUR JOURNEY, OUR PASSION	14	US$2,842	US$3,225
B E8 COMMITMENT	13	US$2,639	US$3,041

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Bridgestone's five most-filed brands: word marks of **other companies** (not Bridgestone's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to BRIDGESTONE (classes 9, 12, 35, 37; searched 2021-05-26 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to Solutions For Your Journey (classes 9, 12, 35, 37; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to Bridgestone T&DPaaS (classes 7, 9, 12, 17, 35, 37, 39, 42; searched 2021-06-30 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to YOUR JOURNEY, OUR PASSION (classes 9, 12, 35, 37; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to B E8 COMMITMENT (classes 9, 12, 35, 37, 42; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

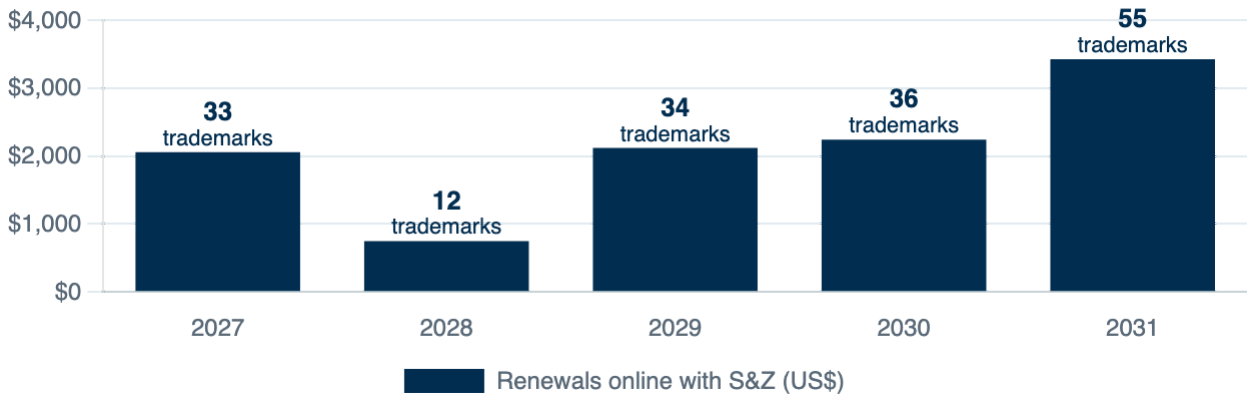
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Bridgestone's next five years of renewals

170 of Bridgestone's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$10,589** over the five years.



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