



Bridgestone Aircraft Tires

Location Study for North American Headquarters and Manufacturing Facility

While employed with another major U.S. global site selection group, Janus Senior Principals directed a study to find a new location for Bridgestone Aircraft Tires. The need to be aligned with the Federal Aviation Administration's requirements for the production of tires for aircraft was woven into all aspects of the site-decision. Pushed from Miami, Florida by eminent domain, Bridgestone Aircraft looked to find an existing building that could quickly meet the technical specifications needed for corporate offices, logistics and manufacturing all co-located in one building. Named Project Momentum, the site location team worked with their engineering company to help identify buildings and sites that met the technical specifications.

Working directly with southeast, U.S. economic development agencies and realtors, the project team gathered critical data on buildings, labor costs, occupancy costs and, above all, quality of life information. The project team identified several alternative locations that would satisfy Bridgestone's location needs and a new location was chosen in Mayoden, NC.