

## **The first "Bridgestone Tire Safety" event officially took place at Binh Duong**

[Binh Duong] From 31 March to 2 April 2017, "Bridgestone Tire Safety" event took place at B-select Nam Quoc, 391 Binh Duong Boulevard, Chanh Nghia Ward, Thu Dau Mot City (near Becamex commercial center). The event was part of the car safety campaign nationwide, conducted by Bridgestone on a large scale with practical actions for participants.

### **Bridgestone - Safety comes from consciousness and action**

"Bridgestone Tire Safety" across the country demonstrates the commitment of the world's leading tire company to the safety of every car owner, no matter where they are driving to. At the event, Bridgestone checked tire pressure, tire depth, tire sides, tire surface, tire valve as well as wheel alignment, advised how to choose tires suitable for urban road, slopping hill, highways, runflat tires, etc. Buy-3-get-1 special promotion was offered to the first 100 customers from 31 March.

With the message "Care your car, care your family", Bridgestone Tire Safety 2017 expects that safety does not stop at the call of car owners' consciousness, but must be implemented by concrete and practical actions for the comfort and safety of all family members and other people joining in land road.

Accompanying "Bridgestone Tire Safety" for two consecutive years, Idemitsu lubricants is the brand with over-100-year history of experience in the lubricant industry for vehicle engines. Not only focusing on improving product quality, Idemitsu regularly engages in campaigns for customer's safety. At this event, Idemitsu's technicians checked the condition of engine oil being used, advised car owners to use suitable viscosity to protect the engine and applied stickers to remind customers of the oil change period.

Other parts such as lights, electrical systems, sound systems, air conditioners, wipers, batteries, etc. were all cared for by Bosch to ensure the cars can operate smoothly and safely.

### **About Bridgestone Corporation**

*Bridgestone Tire Sales Vietnam is a company belonging to Bridgestone Corporation Japan, the world's biggest rubber and tire producing company. Products from Bridgestone have been purchased in more than 150 nations and regions all over the world.*

## To satisfy customers from practical and professional attention

Not only car care, when coming to the event, customers also received many attractive gifts including travel bags and Bridgestone high-grade T-shirts, 1 Idemitsu lubricant bottle, helmet and sunshade from Bosch. In particular, customers came to the event with their whole family (wife, husband and children) would receive combo family T-shirts.

Compared to car care campaigns are currently organized, "Bridgestone Tire Safety" is highly appreciated by customers for its practicality and professionalism.

In addition to technical inspections, vehicle maintenance, attendees were also advised by Bridgestone experts how to ensure safety on road and how to replace spare tires when problem occurs. Through the fast tire replacement contest, Bridgestone helped car owners experience tire changes on their own correctly.

"Get to know the event by chance, I brought the whole family to join. I was satisfied with the enthusiasm of the consultants when answering all my concerns about car on road. In addition, I actually practiced to replace spare tire at the event. Everything is not as hard as I thought. Not only that, I was also given a meaningful T-shirt combo for my whole family. My wife and the kids love it!", said Mr. Pham Minh Hai – attended customer shared.



*"Bridgestone Tire Safety" event took place at B-select Nam Quoc, 391 Binh Duong Boulevard, Chanh Nghia Ward, Thu Dau Mot City (near Becamex commercial center)*

Every customer who enrolls in the contest can start right away at B-select or make a video clip

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at home and send it to Bridgestone. Customer who has the fastest tire replacement at the end of the campaign in November 2017 will receive a premium Bridgestone bicycle valued at 20 million VND.

After B-select Nam Quoc in Binh Duong, "Bridgestone Tire Safety" will continue at the Centre. The ticket is only at 300 thousand dong, customers can receive total service and gifts value at over 2 million. Customers can access the website [www.bridgestone.com.vn](http://www.bridgestone.com.vn) for more information.



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