

Bridgestone Vietnam Held Family Channel Workshop (Passenger Tire) In Hai Phong

Hai Phong –from January 4th to 5th 2017, Bridgestone Vietnam held Bridgestone Family Channel Workshop for Passenger Tires (B-select & B-shop), with the participation of 31 representatives from Bridgestone Tire Care Service Centers across the country.

Bridgestone Family Channel Workshop for Passenger Tires (B-select & B-shop) is an annual and meaningful activity, an invaluable opportunity to share Bridgestone's experience of passenger tire market trends from countries around the world, combined with the precious experience, enthusiasm and knowledge of Vietnam market of B-select & B-shop system nationwide. In particular, this workshop is titled "Game Changers" – emphasized the meaning that together with Bridgestone, B-select & B-shop dealers are always Vietnamese tire market leaders.

Looking back in 2016 together with many breakthroughs and success

2016 is truly a year to remember, while Bridgestone have the opportunity to improve service quality and expand the B-select & B-shop system across the country. With total number of 31 B-select & B-shop, the quality of tire care services particularly and car care services comprehensively, Bridgestone gradually build standardization and improvement.



General Director of Bridgestone Vietnam – Mr. Hiroyuki Saito delivered the opening speech

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.

In addition, in 2016, Bridgestone officially introduced to Bridgestone Family Channel model of cooperation between firms that are specialize in car care (Centralize Purchasing) and Bridgestone Tire Experts (BTE), in order to always be the market leader in Vietnam tires.

Oriented development strategy in 2017

Through the opportunity to meet, Bridgestone and Family Channel system had the chance to jointly evaluate Bridgestone's support programs, exchange and discuss to make the right development direction for the future. Bridgestone appreciates the annual opportunity to be heard directly from the dealer and maintain partnership to continuingly conserve our position as Vietnamese passenger tire market.



Workshop is the valuable opportunity for Bridgestone Vietnam and the dealers to share, discuss about development strategy in the future



This will be a solid stepping stone for the development of Bridgestone and the strategic partners who are B-select & B-shop nationwide

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