

## **Bridgestone equips car owners in Danang City with important car care skills**

Da Nang - From June 2 to 4, 2017, “Bridgestone Tyre Safety” campaign was officially held in Danang city in the corporation with B-select Bich Hien and other partners. Bridgestone Tyre Safety delivered car care service and equipped necessary skills to more than 100 car owners.

### **Mastering car care skills, the characteristics of handful drivers**

Understanding the current transportation conditions in Vietnam and the lack of important driving skills of most Vietnamese drivers, Bridgestone has deployed the “Tyre Safety” campaign nationwide since 2016.

Danang city has been developed to a “4S” city including Public Safety, Transport Safety, Food Safety and Social Security. As the world largest tire manufacturer, Bridgestone has initiated “Tyre Safety” campaign in Danang, offering car care service under international professional standards to 100 cars. The event itself is Bridgestone’s contribution to actualize the Transport Safety mission of Danang city.



*The “Tyre Safety” campaign happened at B-select Bich Hien at 252-254 Nguyen Huu Tho Street, Danang City*

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Danang City. The tire technicians offered an overall tire check-up including air pressure, lug depth, tire shoulders, tread, tire block, valve and wheel balancing to make sure the tires in good conditions. Besides, the customers were also provided with useful knowledge to choose different kinds of tires for long wear life, perfect noise reduction or run flat tire suitable for different terrains in urban, mountain or highway. Moreover, the partners Idemitsu lubricants and Bosch were contributing to the event by sharing tips for lubrications and battery care.



*The staffs is checking the car including air pressure, lug depth, tire shoulders, tread, tire block, valve and wheel balancing to make sure the tires in good conditions.*

The new feature of “Tyre Safety” campaign this year is the “Tire replacement challenge”. In specific, customers were trained on the steps of replacing spare tire through the “Tire replacement” contest. Mr. Nguyen Hong Quan who could replace tire within 1 minute 20 seconds 51 shared: “I have never really experienced spare tire before but the experience today excites me. I am confident from now on I can replace the spare tire in case of emergency.”

Besides all above-mentioned benefits, after the event, customers were given with a lot of gift packs including premium Bridgestone T-shirt, travel bag, Idemitsu lubricant, car sunshade, safety helmet... Especially, during the event days, a buy-3-get-1 promotion program were applied (except Turanza GR100) and 50% off for wheel balancing service (applied for customers with tire purchase voucher). The promotion was to provide extra insurance for customers in using Bridgestone premium tires and services on all journeys.

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# News Release

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In 2017, Bridgestone will continue “Tyre Safety” campaign over the provinces, notably in Central and Highland areas. For further information of the coming events, customers can access to the website <https://www.bridgestone.com.vn> or call [1900 54 54 68](tel:1900545468).

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