

B-select Long Bien – continuing the success with higher level

Hanoi - 03 Nov 2017, Modern facility, professional services at the largest B-select center are what customers can experience in the “Tyre safety” program happening during the weekend from 03 to 05 November 2017 at B-select Long Bien, Lot 19B, 3-5 Nguyen Van Linh, Long Bien District, Ha Noi. This is considered the most exciting car care program in Hanoi in 2017, gathering 200 cars and more than 400 participants.

Two generations, one conviction

Regarded as the regional service center under the new direction of Bridgestone Vietnam, B-select Long Bien opens a new stage for the significant development of B-select model. Starting as Gia Khoa tire shop with 23 years of experience, holding a solid position in the tire industry in Hanoi. The cooperation with the leading tire company Bridgestone and the management of Mr. Pham Viet Trung - the second generation with creativity and dynamism have brought the traditional tire shop Gia Khoa to a whole new level to become the premium Passenger Car Service Center B-select Long Bien. Similarly, other B-select centers of Bridgestone also witness the transfer between father and son generation and appropriate adjustment to meet market requirements.



Bridgestone Vietnam and B-select Long Bien cut a ribbon for opening



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“Being related to tire business from I was very young, I understand the need of customers for

About Bridgestone Corporation

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innovation and more modern car care facilities replacing small and traditional shops with insufficient machinery. The decision to carry on the tire business originates from my personal passion to contribute to upgrading tire services in Hanoi in specific and in Vietnam in general”, said Mr. Pham Viet Trung.

With the area up to 1,000 square meters, B-select Long Bien has the capacity to have 10 cars serviced simultaneously. Customers can relax in the 5-star waiting lounge while their cars go through complete services including car wash, oil change, spark plug and battery and cooling system maintenance... Especially, the car wash system with advanced water filter devices, which sort out heavy metals and use only premium materials imported from the UK and Germany, will provide better protection for the exterior and interior paints.



*Mr. Hiroyuki Saito – General Director of
Bridgestone Vietnam is delivering Opening
speech*



*Phạm Viết Trung- Director of B-select Long Bien is
delivering speech*

Car care service under Japanese standards in “Tyre safety” campaign

“Tyre safety” is a car care program that has been carried out by Bridgestone in many years. It is not limited to tire check but also offers complete car services including oil and battery check and error scanning with strong cooperation from Idemitsu Lubricants and Bosch.

In the event, Bridgestone also organized tire replacement challenge corner enabling customers with necessary skills to solve unexpected problems on the road. Besides, customers were also consulted with important knowledge to use and take care of tires and other car parts properly.

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Any customer in need of tire change will receive 01 free tire for any purchase of 3 tires of the same model and a discount of 50% on automatic wheel alignment service operated by the most modern aligner in Vietnam with the non-contact technology offering utmost accuracy at all alignment measurements. Instead of using fixed targets and sensor heads like the previous technology, the non-contact aligner will use 4 robots and 8 cameras to scan and measure tires and then display the measurements in clear 3D images. This is the most state-of-the-art aligner in Vietnam.

Besides, there is a wide range of incentives including 50% discount on premium car wash, 50% off on automatic wheel balancing, 50% discount for tire patch, 100% free wheel rotation, tire check and nitrogen pumping, oil change.



B-select Long Bien providing authentic Bridgestone tire products and superior service with modern machine and professional staff

The total value of the take-away gift for each customer is up to 2 million VND, including a high-class travel bag, a Bridgestone premium T-shirt, family T-shirts for any customers who come to the event with their family, a 4-litre lubricant bottle, a jacket...

Especially, the entire fund that gained from “Bridgestone Tyre Safety” will contribute to the charity activities for poor children in Hanoi city. The grand opening of B-select Long Bien is an important milestone, expanding Bridgestone family channel in Hanoi and across the country, at the same time, setting up new standards for the service scales and quality of Bridgestone channel, which reinforces the leading position of Bridgestone both in Vietnam and in the world.

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