

## **Bridgestone inaugurates the first Bridgestone Truck Tire Center Dong Nai (In short BTTC Dong Nai) in Vietnam**

Dong Nai, 9<sup>th</sup> September, 2017, Bridgestone Vietnam officially inaugurated Bridgestone Truck Tire Center Dong Nai (in short BTTC Dong Nai) at 1A National road, Xuan Hoa Ward, Xuan Loc District, Dong Nai province. This is the first and only globally standardized BTTC in Vietnam.

"BTTC Dong Nai is built as the model of future premium truck & bus tire service center. It represents Bridgestone's passion for a comprehensive tire center, a big innovation with Win-Win-Win: "benefit to drivers/benefit to fleet owners/benefit to our partner", said Mr. Hiroyuki Saito, General Director of Bridgestone Vietnam.

### **Create the premium standard in Truck/Bus Tire Service Center**

BTTC is the result of 2-year market research and assessment. With a strategic location on National Road 1, the gateway to Ho Chi Minh City and over 1,000 m<sup>2</sup> dimension, BTTC Dong Nai is capable of serving a enormous number of trucks and buses at the same time, solving the problem of safety while parking before entering the city.

The premium standard of BTTC Dong Nai is also demonstrated by all equipment's standardization. It also ensures the quality of tire services, which are performed by best technicians who are professionally and regularly trained by Bridgestone.

"Ngoc Lop is the first firm in Vietnam that developed a high-end services designated for truck and bus. Building this center is a bold decision, a strategic move for us to catch up the future of transport industry.", said Mr. Nguyen Dinh Bao Ngoc - representatives of BTTC Dong Nai.

### ***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.*

## **Comprehensive service – putting people at centered position**

Bridgestone tirelessly offers more additional values compared to those of conventional tire service stores with BTTC Dong Nai, by creating a comprehensive tire center where truly care for people - the core value of business.

BTTC creates the best convenience for customers. Customers can choose from a wide variety of Bridgestone and Firestone tires, as well as from basic service to advanced ones. Besides, BTTC also provides other supplemental service like lubricants and batteries to meet all the needs of customers just at one stop. Moreover, experienced technicians are always available to consult the best tires that are suitable for the needs of each fleet or transportation enterprise.

Moreover, technicians of BTTC Dong Nai will visit the transportation fleets and perform a complete tire check service monthly. Based on the examining results, technicians will timely repair the damages or consult drivers and fleet managers to take certain action to ensure tire durability and road safety. Thanks to this regular inspection, BTTC Dong Nai is able to assess tire conditions and then provide Bandag service for any tire with the wear rate of 30%. The Bandag service not only maximize tire durability but enhance safety while optimizing tire management efficiency.

Another remarkable difference of BTTC Dong Nai is the spacious waiting lounge, bathroom and relaxation room. After long hours behind the wheel, it is essential for drivers to have a safe and comfortable rest to regain their energy for the journey ahead. Offering clean bathrooms, comfortable resting chairs, air-conditioned waiting lounge with free drinking water and wet towels, Bridgestone hopes drivers can take a good rest while having the vehicles serviced. BTTC is designed as a home-away-from-home for long-distance drivers.

## **Passion for community**

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# News Release

**BRIDGESTONE**

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In the inauguration of BTTC Dong Nai, with the cooperation of Ngoc Lop Enterprise, Bridgestone continued its meaningful "Drive home safe with Bridgestone" campaign for trucks, buses in Dong Nai province and in the North-South route. The program is to provide sets of flashing stickers glued on the vehicles to increase visibility at night and avoid risk of collision. This activity of Bridgestone not only helps enhancing road safety but demonstrates the company's passion to accompany with drivers no matter where they go.

Since 2016, Bridgestone has consistently implemented this campaign, providing more than 25,000 flashing stickers for trucks and buses. This is a practical action to ensure safety of both drivers and vehicles, actualizing the mission of "A friendlier and safer Vietnam".



*Bridgestone Truck Tire Center Dong Nai is the first and only globally standardized the premium standard in Truck/Bus Tire Service Center*

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



Mr. Nguyen Dinh Bao Ngoc – General Director of BTTC Dong Nai delivered a speech



*Owns the best modern facilities also equipment, BTTC – tire care and more*

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