

“Drive Home Safe with Bridgestone” is significantly expanding

Receiving positive public responses for "Drive home safety with Bridgestone" held in Tien Giang, Bridgestone is confident to continue bringing this meaningful campaign to drivers at the Mien Nam Truck Terminal at No. 13, Highway 1A, District 12, HCM City.

Today, the economics is rapidly developed, the role of the transportation is growing, especially transportation by truck. This led to a rapid increase in the number of trucks and buses across the country. However, there are not many policies on this type of vehicles.

"Drive home safe with Bridgestone" arrives in Ho Chi Minh

Following the success of the campaign in 2016, "Drive home safe with Bridgestone" this year started in Cho Gao Ba Dac - Tien Giang in March 2017 attracted hundreds of drivers attended. Right at the campaign in the Mekong Delta, Bridgestone also provided free reflective sticker sets to more than 3,500 trucks and buses. Bridgestone plans to present at least 20,000 sets of reflective sticker in 2017.

"I am very grateful to Bridgestone for taking care of us from the smallest things. Not only presenting high quality reflective set of sticker but also creating a close and practical playground for drivers. This is a meaningful playground to help us relax then comfortably return home safely with our wife and children", Nguyen Van Quyet - a truck driver said.

After the Mekong Delta, "Drive home safe with Bridgestone" will continue to come to Ho Chi Minh City at the Mien Nam Truck Terminal, No. 13, Highway 1A, District 12. Drivers will not only receive the "new shirt" for their vehicles, which are reflective sticker but also enjoy meal, drinks, listen to music, participate in driving testing games and receive many attractive gifts. These are all free. Reflective stickers made by Bridgestone technicians stuck on each truck that reflect the light, are visible from long distances and in bad weather conditions such as thunderstorms, fog or dark night...

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.

News Release

BRIDGESTONE

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In 2017, "Drive home safe with Bridgestone" was held seamlessly in provinces in many regions South-Central-North. After Ho Chi Minh City, the event will come to Quy Nhon Bus Terminal in Binh Dinh province in May 2017.

This is a practical action to minimize road accidents, expressing Bridgestone's mission of "Serving Society with Superior Quality" from the very beginning.



Drivers were equipped reflective stickers for free and took part in exciting interactive games in the event



Reflective stickers of Bridgestone not only improve the appearance but also the visibility of the vehicles at night

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