

Kick off “Drive home safe with Bridgestone” in 2017

Following the success of the campaign “Drive home safe with Bridgestone” 2016, the world largest Japanese tire brand continues to hand over reflective sticker sets to truck and bus drivers, estimate 10,000 reflective stickers will be given to drivers in 2017.

“Drive home safe with Bridgestone” - Journey with community spirit

Being renowned worldwide, Bridgestone always ensure optimal quality in every product and gain customers’ trust. Moreover, they are also the understanding companion to the drivers with various community activities that carries throughout. One of them is "Drive home safe with Bridgestone" program.

Specifically, Bridgestone gives high quality reflective sticker for trucks and buses to enhance the visibility of the vehicles at night, especially in a long drive and in fog. First held in major cities such as Ho Chi Minh, Hanoi, Da Nang, Dak Lak in 2016, the campaign "Drive home safe with Bridgestone" has received a great support from the drivers at the main bus stations. This journey has brought the reassurance, confidence to the drivers, help the drivers more confident after the steering to complete work and return home safe.

Mr. Truong Hoang Minh - Head of Bridgestone Sales and Marketing Department, said: *"To Bridgestone, serving society with superior quality is offering maximum safety not only to the drivers but also to the people on road. Therefore, “Drive home safe with Bridgestone” continued to be conducted to demonstrate the company's insight and companionship to customers. "*

Driver is an isolated job; they quietly face dangerousness and the home sick. They drive on many roads all day and night so what they need above all is the safety as well as the sharing of society. Understanding that, "Drive home safe with Bridgestone" has brought moments of entertainment, relaxing for the driver to be happy and awake to continue their journey. This is the meaningful spiritual presents expressing Bridgestone's companionship as well as gratitude to the drivers.

Deliver safety, load joy to many regions

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.

"Drive home safe with Bridgestone" journey in 2017 was officially kicked off on 12th March at Cho Gao, Tien Giang province. In this run, Bridgestone wishes to reach out to more drivers with a total of more than 400 sets of sticker only in this province. Then, safety journey will continue to spread around the Mekong region, stop at Vinh Long, Can Tho, Hau Giang, Soc Trang, Bac Lieu, An Giang, Kien Giang, Dong Thap.

Closing the journey in the Mekong River Delta, Bridgestone will continue to equip the vehicles in the Southeast in April, heading to South Central Coast in May and gradually progress to the northern provinces in the near future.



Bridgestone's supporters are ready to put the stickers on vehicles for the drivers



The drivers receive meaningful gifts and take part in entertaining and driving test games in the event of Bridgestone Vietnam

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