

## Bridgestone Viet Nam inaugurates B-select Hoang Hung

Hanoi, 20<sup>th</sup> September 2017, Bridgestone Vietnam officially inaugurated the premium Passenger Car Service Center (B-Select) Hoang Hung at 54, Yen Phu Street, Ba Dinh Ward, Hanoi. On this occasion, customers who purchase 03 Bridgestone tires at B-Select Hoang Hung will receive 01 free tire of the same model and 01 high quality upside-down umbrella. The initiative will be effective until 30<sup>th</sup> Sept 2017.

### Differentiated services from 30 years of experience

Since the first days of establishing the business on 1987 until now, Hoang Hung company has more than 30 years of experience in the tire industry and has been continuously striving to upgrade its services to satisfy even the most demanding customer. After many years cooperating with Bridgestone, today Hoang Hung Ltd. officially becomes B-select, the premium Passenger Car Service Center providing authentic Bridgestone tire products and services under international standards.



*On opening occasion, customers who purchase 03 Bridgestone tires at B-Select Hoang Hung will receive 01 free tire of the same model and 01 high quality upside-down umbrella*

### 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.

*Mr. Nguyen Van Hung-General Director of Hoang Hung Ltd. said, "Together with Bridgestone for many years, we have been serving customers, enhance the quality and upgrading the services. Becoming B-select is an important milestone in our development. With the support from Bridgestone, I am confident that we are providing our customers with products and services that meet international standards."*

Besides a wide range of services from wheel balancing, tire check, tire pumping, tire patching, wheel alignment, nitrogen pumping..., customers can find other services relating to lubricants, batteries, car cleaning... With the area of more than 150m<sup>2</sup>, B-select Hoang Hung can service 7 cars simultaneously, which helps to save a lot of waiting time. Moreover, it has a modern and comfortable lounge under Bridgestone's standard where customers can relax and feel like home.

### **Impressive experience with B-select standardized services**

Since entering Vietnam, Bridgestone has rapidly grown the B-select network to bring a wide range of services both simple and complex ones closer to its customers across the country.

As the fourth B-select in Hanoi, B-select Hoang Hung is a testimony to the development of Bridgestone and the trust of its customers.



*B-select Hoang Hung providing authentic Bridgestone tire products and services under international standards*

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**Bridgestone Tire Sales Vietnam  
Limited Liability Company**

9<sup>th</sup> floor Bao Viet building,  
233 Dong Khoi Street, Ben Nghe Ward  
District 1, Ho Chi Minh City, Vietnam  
TEL +84 28 3825 6013 / FAX +84 28 3825 6088  
Website: <http://www.bridgestone.com.vn>  
Hotline 1900 54 54 68

Customers once experiencing the service at B-select would be impressed at the business model and its professional tire services and modern facility. This is the strategy that Bridgestone has initiated in the past, and is widely executing now and will continue developing in the future, actualizing its mission to “Serving society with superior quality.”

*I often have my car serviced at B-select centers where I can be ensured of the authentic Bridgestone tires with the warranty period up to 7 years. Especially, eye-witnessing the tire services operated by state-of-the art machinery makes me feel more confident. Besides, at the same time, I can relax in a comfortable waiting room. Both my car and I are well taken care and that is my pleasure.”* said Mr. Le Bach Thang - a car owner.

Besides providing original high quality Bridgestone tires and standardized services, Bridgestone frequently introduces promotion programs and sales promotions for customers of B-select network. On the occasion of opening B-select Hoang Hung Hanoi, Bridgestone Vietnam launches an attractive promotion: from 20 to 30 September 2017, while purchasing 03 passenger car tire of Bridgestone, customers will be given a 01 tire of the same kind and a premium upside-down umbrella.

For more details of the initiative, customers can contact the hotline of Bridgestone Vietnam at 1900 54 54 68 or of B-select Hoang Hung at 0988 018 668- 0913 079 923.

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