

Flourishes domestic tire market

Bridgestone Vietnam has announced its partnership with Toyota Motor Vietnam (TMV) in supplying OE fitment of Ecopia EP150 tires for Toyota Innova 2017. Accordingly, since end of August 2017, the world's leading tire manufacturer Bridgestone will officially supply "Made in Vietnam" tires for Toyota Innova assembled at TMV manufacturer, Phuc Thang Ward, Phuc Yen Town, Vinh Phuc Province.

The Hanking called "foreign goods" of Vietnamese consumers.

In recent years, the Vietnamese economy has achieved many spectacular transformations, GDP per capita income has improved significantly, leading to the higher demand for good quality products than before. Especially in automobile industry, the car consumption in Vietnam has been recently increased spiking. But most of car owners in Vietnam are hard to find genuine spare parts, good quality for their car. Car owners have to wait for a long time or even spend a substantial cost for ordering from abroad to meet their standard.

The appearance of international-quality tires in Vietnam

Being considered as an indispensable part of a car, tires make a big contribution to the safety and comfort for passengers on road. Therefore, tire products also get lots of attention from Vietnamese end-users. To satisfy a dream of "best quality" tires, Bridgestone – the world largest tire manufacturer has been invested in building a manufacture and producing "Made in Vietnam" tires that meet the global standard.

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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“Made in Vietnam” Bridgestone tires meet the global standard

The reason why Bridgestone chose Ecopia tires with advanced technology to combine with Toyota Innova is to help the majority of consumers in fuel saving, longevity, reduce CO2 emission while driving,....ensure international safety standards



“Made in Vietnam” tire Ecopia EP150 officially chosen to combine with Toyota Innova 2017

A spotlight for the development of domestic tire market

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Choosing and building Bridgestone tire manufacturer in Vietnam is considered a breakthrough for the domestic tire market. Bridgestone Vietnam has become the main source of tires, exported to Europe, North America and Japan. Bridgestone not only brings a dream of "international quality" tire closer to car lover community but also marked up to the global market with the effective production capacity, the quality of Vietnamese Industry.



The staffs at the world's largest tire manufacturer of Bridgestone in Viet Nam

With the current large scale, Bridgestone has been contributed for development of human resources training, enhancing the contribution to society, solving the excessive labor and unemployment in Vietnam. In the future, Bridgestone is expected to raise the range of "Made in Vietnam" tires to go further in the world tire market, demonstrate Vietnam labor force with people in over the world. This is a good signal for Vietnam Industry in particularly and Vietnam economy in general.

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