

## **Bridgestone Vietnam sponsors Smart trash bins to Hai Chau District, Da Nang City – aiming to make Danang become a clean, beautiful and civilized city**

**Danang, July 22, 2017** – After sponsoring smart trash bins to Ho Chi Minh City and receiving positive feedbacks from the community, Bridgestone Vietnam has now expanded the campaign to the beautiful and dynamic coastal city - Danang City and donated 50 smart trash bins to the People Committee of Hai Chau District. With the aim of increasing Vietnamese’ awareness about environment protection, Bridgestone has continuously researched and proposed new ideas to “transform” a normal amenity such as trash bins into a multifunctional and aesthetic product.



*Bridgestone Vietnam donated 50 smart trash bins to the People Committee of Hai Chau District, Da Nang City*

In particular, apart from similar functions as the smart bins in HCMC (dual compartments to separate organic waste and inorganic waste, water filtration system to grow trees and reflective decals for visibility at night), the new version of trash bins donated to Hai Chau District, Danang City are designed to convert solar power into electricity supply for phone charging. Moreover, the new trash bins’ material is renovated from electrostatic-painted steel to plastic composites, so that the bins will be more durable against harsh weather of Central Vietnam. The storage capacity is also increased to store a larger amount of garbage.



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By donating the smart bins to Hai Chau District, Bridgestone aims to support Danang City's government in encouraging residents and tourists to protect the environment and develop Da Nang into a clean, beautiful and civilized city. These multifunctional bins will be located at the routes and public parks of the central areas with the purpose of improving the landscape of Danang city, bringing it to the same level as any tourist destinations around the world. This campaign is also a part of the ongoing preparation for APEC Economic Leaders' Meeting 2017, which will be held in Danang in November 2017.



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### **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.

After Da Nang, Bridgestone will continue to expand its campaign to the northern cities, so that Bridgestone's commitment to the environment can help to upgrade the quantity and quality of public trash bins.

Mr. Hiroyuki Saito, General Director of Bridgestone Vietnam, said that: *"Staying true to our message "Keep the country clean and green for a better life", Bridgestone wants to continue its mission of protecting the environment by offering innovative technological ideas, such as these smart and multifunctional trash bins with the function of phone charging by solar power. This is also part of our traditional community services in many years, contributing to the sustainable development of Vietnam at present and in the future".*

For more information, please visit <https://www.bridgestone.com.vn/vi>.

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