

“Bridgestone Tire Safety” – the special year-end gift for car owners

From 29 – 31/12/2017, “Bridgestone Tire Safety” came back to Binh Duong Province at B-select Di An, 666/11, Tan Hoa Quarter, Dong Hoa Ward, Di An. This program was organized on the last days of 2017 as an opportunity for car owners to prepare for new adventures in upcoming year.

A meaningful year-end gift

In 2017, Bridgestone organized “Bridgestone Tire Safety” 7 times to provide car care services for nearly 1000 cars across the country, which helped owners raise driving safety awareness. This was the second time “Bridgestone Tire Safety” held in Binh Duong that continued to receive positive responses from car owners.



Representatives of Bridgestone Vietnam and B-Select Di An cut off the opening ceremony



Mr. Yang Zhe Chris – General Director of Bridgestone Vietnam officially gave Certificate of becoming Passenger Tire Care Service Center to Mr. Vo Quang Minh – Director of B-select Di An

During 3 days, Bridgestone and the partners Idemitsu and Bosch conducted car services of checking, maintaining and consulting for more than 100 cars in Binh Duong as well as the surrounding areas. Every car was checked and maintained tire, accumulator, machinery oil... The program focused on the direct interaction between technicians and customers in consulting useful knowledge to identify, handle common problems and choose appropriate products.

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.

Moreover, there was promotion of buy-3-get-1 of same Bridgestone products and 50% off for wheel alignment service fee with gift set valued up to VND 2 million.

Bridgestone and B-select Di An specially held the program on 3 last days of year to help cars operate smoothly as the wish “Good start for a lucky year”.

B-select Di An – Credible destination for safe journeys

From a reputable tire wholesaler with more than 30-year experience, Minh Phat Equipment Company Limited expanded business quickly and enhanced service to become a Premium Passenger Tire Care Service Center B-select Di An, Binh Duong. B-select Di An had many favorable conditions such as locating at the adjacent gateway to Ho Chi Minh City and main roads as National Highway 1K, Highway 52, the traffic density, as well as facilities following Global Bridgestone standards with an area of over 1000m², capability of serving 10 cars at the same time and modern equipment of Italian brand - Corghi.



B-select Di An providing authentic Bridgestone tire products and services under international standards



All the fund that gained from the Tyre Safety Day at B-Select Di An is donated to poor children

Sharing about the decision of establishment, Mr. Vo Quang Minh – Director of B-select Di An said: “Locating at the city gateway, we hope B-select Di An become a credible destination of car owners. We offer not only premium Bridgestone tire types for different terrains, but also professional car services ensuring safe dynamic conditions. In the future, we will develop retail and service strategy, also broaden this model in Ho Chi Minh city and neighborhood.”

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News Release



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*Mr. Yang Zhe Chris – General Director of
Bridgestone Vietnam is delivering Opening
speech*



*Mr. Võ Quang Minh – B-Select Di An is
delivering speech*

This year, Bridgestone continually expanded the distribution network by upgrading the longtime partners to Premium Tire Care Service Center. B-select is a regional center setting new standards for tire industry in that area. Therefore, partner selection process for B-select was based on strict requirements, including industry experience, location and development potential.

B-select Di An Opening event also welcomed the presence of Mr. Yang Zhe Chris, new General Director of Bridgestone Vietnam. Given his intensive experience in Asian tire industry, Mr. Yang Zhe Chris said: *“This is my first “Bridgestone Tire Safety” event. I have witnessed the enthusiasm of staffs and managers in B-select Di An, as well as the excitement of customers. I feel myself getting more energy and put a lot expectation in B-select Di An in the future”*

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