

## **Bridgestone Vietnam officially announced new General Director**

Ho Chi Minh City, December 1st, 2017 - Bridgestone Vietnam announced that Mr. Chris Yang has become new General Director of Bridgestone Tire Sales Vietnam Limited Liability Company since December 1st, 2017. This was a milestone of Bridgestone's development in a potential but challenging market as Vietnam.

Prior to being the new General Director of Bridgestone Vietnam, Mr. Chris Yang served as General Manager of Consumer Tire Sales & Marketing under Bridgestone Asia Pacific. Therefore, he had intensive experience in the products, market and business strategies as well as marketing for the specialized industry like tire industry.

Coming to Vietnam, with his inherent enthusiasm and shared experience of 4 years joining Bridgestone Vietnam from the predecessor – Mr. Hiroyuki Saito, the new General Director is expected to continue the success of Bridgestone Vietnam and aiming to build the most trusted brand in Vietnam tire industry.



*Mr. Chris Yang - New General Director of Bridgestone Vietnam*

### **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.*



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Mr. Chris Yang excitedly shared: *"Vietnam is a country with rich culture, long history, delicious food and very friendly people. Her economy has been growing rapidly and steadily in past years. With the increase of new cars sales, tire industry is expected to grow strongly in next few years. Bridgestone Vietnam is committed to our corporate mission "Serving society with superior quality". We are proud to introduce innovative tire products and services through the widest distribution and retail network to satisfy the demands of Vietnamese customers.*

*In 2017, Bridgestone Vietnam has delivered its mission through many achievements not only in terms of providing the best product quality and professional services at the distribution channel, but in community and social activities such as 'Bicycles purifier, 'Smart trash bins – Bridgestone Environment day' or 'Accompanying with Vietnamese students' project.*

*Those achievements of Bridgestone Vietnam have made me proud, and when becoming new General Director, I will inherit devotion from my predecessor, as well as accompanying and orienting Bridgestone Vietnam to reach more development goals and maintain its position as "The most trusted leading brand" in Vietnam."*

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