

News Release



BRIDGESTONE

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Bridgestone Celebrates the Success of Olympic Winter Games PyeongChang 2018

As an official Worldwide Partner of the International Olympic Committee (IOC) through 2024, Bridgestone expanded its marketing activities for the Olympic Winter Games PyeongChang 2018 and leveraged its support for the Olympic Movement to engage customers from Vietnam.

For the first time ever, the representatives of Bridgestone Vietnam have been invited to experience this global event and together celebrated the success of Bridgestone's first Olympic Winter Games.



As an official partner of the International Olympic Committee (IOC) until 2024, Bridgestone has nurtured many talents, writing up inspirational against-all-odds stories.

CHASE YOUR DREAM

In support of its "Chase Your Dream" message, Bridgestone has partnered with more than 30 individual athletes and one team across 10 countries.

At the Olympic Winter Games PyeongChang 2018, Team Bridgestone included five individual athletes and one team representing four different countries. The group collected four total medals and celebrated a series of history-making performances.

At PyeongChang 2018, Piere Vaultier from France won the gold medal in men's snowboard cross for the second straight Olympic Winter Games. Another member of Team Bridgestone is Maciej Kot, who honored Poland to become the first representative of the country to win the bronze medal in the team ski jump.

Besides serving as an IOC partner, Bridgestone also supplied winter tires for all IOC fleet vehicles during the Olympic Winter Games PyeongChang 2018. Bridgestone marketing rights also include non-motorized bicycles and seismic isolation rubber, which is used to protect structures from earthquake damage.



Bridgestone also supplied a full range of tires for all IOC vehicles during the Olympic Winter PyeongChang 2018

Bridgestone also became a Founding Partner of the Olympic Channel in 2016, helping create a technical platform to celebrate the Olympic Games and great athletes around the world. Through this channel, stories of passion, strong will and bravery to break all the limits of human being have been widely broadcast.

Bridgestone has also multiplied the message of “Chase Your Dream” in other areas through sponsorship and organizing meaningful activities for community under the Olympic spirit with an aim to nurture the dream of potential talents.

The company is proud to support the official PyeongChang 2018 Education Program to help the Games leave a lasting, positive impact in the host country, and it shared its core Olympic message, “Chase Your Dream,” with visitors and fans through marketing efforts in the host country.

Bridgestone Vietnam invited our notable dealer B-select Thai Phung (Tay Ninh) to participate at the Olympic Winter Games PyeongChang 2018 as honored guests.



As the only dealer of Bridgestone Vietnam sent to Pyeongchang 2018, B-select Thai Phung is a good example of the passenger car service center model

B-select Thai Phung is a good leader in demonstrating passenger car service center model – providing customers with modern facilities and professional technical support. In addition, B-select Thai Phung is the sole distribution of Bridgestone’s tires.

In 2017, B-select Thai Phung demonstrated outstanding efforts in enhancing Bridgestone’s brand image by providing customers with superior services.

As the Olympic spirit carried out by athletes around the world, Bridgestone also offers our great support such as tire training to the second generation of dealer’s families in Vietnam and encourage them to light up the passion and bring new energy to the local tire industry.