

“Decode” the reasons why Bridgestone is chosen by sports car manufacturers

Throughout 2018, Bridgestone will accompany with Jaguar cars to offer customers nationwide with the opportunity to experience premium tires and enjoy the art of performance of Jaguar in Jaguar Driving Experience.

Top choice of luxury cars

When fitting tires for luxury cars, especially for sports cars, manufacturers and owners often consider a lot of aspects due to the fact that tires are an important element that completes the sports characteristics, the advanced technologies equipped in the car, as well as fulfills the driving pleasure while ensuring ultimate safety for drivers and passengers.



With its high quality and pioneering technology, Bridgestone becomes the top-of-mind tire for many luxury car manufacturers in the world like BMW, Mercedes-Benz, Jaguar, Lexus ...

Bridgestone, as the world's leading tire brand, has been selected to be factory-fitted tire by

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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many luxury car brands. In particular, BMW uses Bridgestone tires for its flagship BMW 7 Series, Mercedes GLC cars are fitted with Bridgestone Dueler, Bridgestone's run-flat tire is a Original Equipment (OE) for the Lexus LS sedan. In addition, well-known sports car-makers such as Maserati, Aston Martin also choose Bridgestone as reliable tires for their top-of-the-line vehicles.

It's the pioneering technology and a wide variety of products with premium quality that put Bridgestone at the top of mind of car makers.

The fact that Bridgestone was awarded as "The Tire Manufacturer of the Year" at Tire Technology Expo 2016 once again proves that it is a prestigious and reliable partner for car companies.

High performance tires highlight sporty features

During the exclusive Driving Experience Programs organized by market-leading car brands, the choice of tires in order to promote certain characteristics of the vehicles is even more carefully considered. For more than 20 years, Bridgestone has been selected to be the tire partner of all BMW test drives and Driving Experiences. In Vietnam, most recently, during the Jaguar Driving Experience event on April 21st at Dai Nam circuit, the British automaker decided to have its Jaguar XF and Jaguar F-PACE fitted with Bridgestone Turanza and Dueler tires.

Participants in the event have experienced different challenging exercises on the track under the supervision of professional instructors. During high-speed braking, zic-zac drive and high-speed cornering, both the drivers and passengers can appreciate the high performance features of these Bridgestone tires.

At harsh driving exercises like cornering and braking at high speeds, the tire-for-sedan Turanza fitted on the Jaguar XF and the Dueler tire for F-PACE, the powerful SUV of Jaguar have impressed the customers by the remarkably short braking distance. The square tread design helps reduce horizontal vibration, balance the car better, and therefore provide responsive handling and precise and smooth cornering.

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Turanza and Dueler tires are fitted on high-performance Jaguar cars, providing customers with impressive road-gripping and short braking distance even on the high-speed track.

After completing all driving tasks, Le Anh, a globally certified instructor, said: "Having driven different luxury cars, practising many exercises on a wide range of terrains over the world, I can tell if the tire is supporting me perform harsh driving exercises. I am amazed at the quality of the tires that Bridgestone provides for this Driving Experience. Even when running at high speed, the brake distance is very short. The feeling at any turn is assured and confident. Even more impressively, the cockpit is very quiet without any disturbance, which helped me clearly hear the engine growled. Very sportive! Very exciting! "

Bridgestone will continue the partnership at the next Jaguar Driving Experience event in Hanoi on May 5 and 6, 2018 at the Dinh Xuyen Driving training center in Gia Lam, Hanoi.

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Bridgestone will partner up with the Jaguar Driving Experience across the country during 2018

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