

Bridgestone Tire safety - a successful brand campaign, just arrive in Hai Duong

From 14th to 16th September, Bridgestone Vietnam officially inaugurated B-select Hai Duong at Km54+100, Highway 5, K3, Hai Duong City. This is the first professional Passenger Car Tire Service Center of the city.

Within 3 days of opening, Bridgestone also hold the “Tire Safety” campaign providing tire and car care services to 100 passenger cars. This campaign has been ongoing in the last 3 years and has become a successful marketing case study in the context of the supporting industry market is developing strongly following the momentum of the automobile market.



Representatives of Bridgestone and B-select Hai Duong management board in the opening ceremony

To meet comprehensive needs of customers

“Tire safety” is an idea aiming to create a habit of good car maintenance which is still new to most Vietnamese car owners. Organized in Hai Duong for the first time, the “Tire safety”

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provided professional car care services for local customers. Besides specified tire services like error scanning, tire check, wheel alignment, there was also oil check service for the cars in the event. Vehicle owners, in addition, were equipped with essential skills like changing spare tire or driving in wet roads.

Besides, at each “Tire safety” event, customers were offered attractive gifts. In Hai Duong, 100 customers attending in the campaign were offered with one 4-liter bottle of Motul lubricant. Any customers who had 3 tires changed during this three days also get the fourth one for free. Besides, there were also a free Bridgestone thermal backpack and a 50% discount for the tire care service. Further than that, a “Tire safety” sticker will be stuck to all participating cars for a 20% discount on service charge for each time returning to B-select Hai Duong. This voucher is valid within a year.

These initiatives are helping to create a proactive car care habit, instead of passively waiting until the car or tires get damaged. A good car maintenance will definitely ensure the capability and durability of the car and its components.



100 cars in Hai Duong were received comprehensive service to ensure safe & comfortable journey

Team up with partners and community

The “Tire Safety” program has always been organized at Bridgestone’s dealer network; this time was in B-select Hai Duong. This is an effective cooperation for both growing brand and business and making it convenient for customers.

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B-select Hai Duong is the first qualified service center in the city, meeting the demand of professional tire care of more than 20,000 cars in the province. At B-select Hai Duong, customers can find a full range of modern machinery like the wheel aligner Hunter imported from the States which uses special software to ensure accurate diagnose and repair. From now on, car owners in Hai Duong, therefore, has another reliable tire provider and car care center.

Moreover, there are also other business partners teaming up with Bridgestone in “Tire Safety” events and one of them is Motul Lubricants. This partnership helps to diversify the services provided at the events and offer the ultimate benefits to the customers.

Last but not least, the campaign always involves the local communities by donating all ticket sales to local education funds, enabling underprivileged children to continue their study.

“If you want to go fast, go alone; but if you want to go far, go together”. That is why in the journey of “Tire Safety”, Bridgestone is never alone but has always been accompanied with its partners and communities, which made the success in the last three year possible.



Bridgestone was always accompanied with its partners and communities throughout the campaign

And the well-known perseverance of Japan

In a dynamic market, enterprises will have chance to come up with a lot of great ideas. However, not all companies can continue and keep these ideas alive.

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Bridgestone has been applying the Japanese philosophy of perseverance, dedication and persistence in executing the “Tire Safety” campaign. On average, there is one “Tire Safety” event organized every month. After 3 year, “Tire Safety” has been held in many cities across the country. In 2018, “Tire Safety” will continue reaching out to other cities. This is an admirable effort of the whole united team with determination and persistence to win over the challenges, actualizing the mission of “Serving the society with superior quality.”

Creativity, resilience and cooperation with partners and community, these elements make “Tire Safety” become a signature brand campaign in the tire industry, strengthening Bridgestone’s leading position and adding more value to its customers.

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