

“Bridgestone tyre safety” campaign has returned at the first B-select in Nam Dinh

“Bridgestone Tyre Safety” Campaign has returned at B-select Thanh Nam in Nam Dinh going along with the grand opening ceremony. This marks Bridgestone’s important milestone in providing professional service for Vietnamese consumers.

After setting the record of simultaneously opening six B-selects in 2017 of Bridgestone Vietnam, the total number of Bridgestone passenger tyre care service centers increases up to 45 stores and continues to be expanded across the country. This is the effort of Bridgestone in keeping the commitment in bringing global service standards to car owners in Vietnam.

“Bridgestone Tyre Safety” journey returns in Nam Dinh

“Bridgestone Tyre Safety” campaign had been organized with the grand opening ceremony of B-select Thanh Nam. This is the first and the only B-select in Nam Dinh that meet Bridgestone’s global standards up to now. Visiting the center, customers will have opportunities to access to the most innovative equipment such as modern Hunter wheel alignment machine and brake lathe service which is available exclusively at B-select Thanh Nam.



Mr. Yang Zhe Chris – General Director of Bridgestone Vietnam officially gave Certificate of becoming Passenger Tire Care Service Center to Mr. Vu Quyet Thanh – Director of B-select Thanh Nam



Representative of Bridgestone Vietnam, B-Select Thanh Nam and the partners celebrate the grand opening and are ready for “Bridgestone Tyre Safety” campaign in Nam Dinh

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.

“Bridgestone Tyre Safety” is the annual campaign to provide complete car care services since 2016.

Not only for checking and consulting on tyre-related, and lubricant-related issues, the campaign also emphasizes the interaction between professional technicians and customers. Car owners can get practical knowledge to identify and deal to some common problems and understand how to choose a suitable tires during this event. Moreover, B-Select also have a waiting room designed like a coffee shop for customers to relax.

In this event, with the cooperation of the lubricant brand Motul, customers who participate in the program will receive not only 01 Bridgestone cooler backpack but also 01 premium 4L Motul engine oil bottle.

Expanding B-Select system to satisfy the market’s demand.

According to JATO’s data, that records and analyses data from 52 markets on the world from England, Vietnam car market in 2016 have the second highest growing rate in the world with the rate of 27%, only following Singapore. In 2015, Vietnam market has even reached the rate of 55%.



“Bridgestone Tyre Safety” Campaign brings customers opportunities to experience the best service with global standard

The “Bridgestone Tyre Safety” campaign journey has taken place since 2016, going through many provinces and cities across the country, provided thoughtful services for thousands Vietnamese customers. At each stop, Bridgestone brings the chance to customer experience the best service

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with global standard. The vehicles would be error-scanned, tire-checked as well as lubricant-changed. These activities express the efforts Bridgestone in improving the safety transportation environment for Vietnamese community.

During the long holidays, many families has planned for long trips, so the car inspection and maintenance are very important and a must-do. Bridgestone understands those practical needs and provide the consumers the wonderful experiences in car care, help them to enjoy the comfort and safe journeys.

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