

## ***Experience Mai Chau with the top-notch Bridgestone Alenza***

*From Nov 17th, 2018 to Nov 24th, 2018, customers who are CUV or SUV owners, currently living in Hanoi will have the chance to win five golden tickets to our “Mai Chau journey: The driving experience with Bridgestone Alenza”, taking place on Dec 1st - 2nd, 2018. The exclusive package includes a set of four Alenza tires (valued at 16 million VND) and the total expense of the journey for the whole family.*

### **Not the destination but the whole journey that’s counted**

The definition of a family trip has changed recently. Instead of sticking to the destination, more modern families tend to pay more attention to the complete journey experience.

For a family trip, the time they spend together in the vehicles should be appreciated. Along with the beautiful landscapes, families can talk and enjoy memorable moments. This is the chance for families to leave the bustling daily life, get closer and cherish family values.

Therefore, there is a rising number of families paying more attention to safety and comfort on cars when having a family trip. Besides a premium CUV or SUV, a top-notch set of tires with dynamic and luxurious driving experience.

### **Mai Chau journey: the driving experience with Bridgestone Alenza**

Within the rising demand for safety and comfort in car, Bridgestone holds “Mai Chau journey: The driving experience with Bridgestone Alenza” for families living in Hanoi to experience the dynamic and comfort driving experience of Alenza.

Among the family signing up at: <https://hanhtrinhalenza.com> 5 families who meet the conditions will be chosen randomly to join the journey and get a set of 4 Alenza tires (valued at 16 million VND) and total expense of the journey.

Hanoi - Mai Chau route has a scenery landscape such as Doc Cun, Thung Khe Pass or the gorgeous winter in Mai Chau valley.

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**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 Tire Sales Vietnam  
Liability Company**

9<sup>th</sup> Floor, Bao Viet Building  
233 Dong Khoi St, Ben Nghe Ward, District  
1, Ho Chi Minh City, Vietnam  
Tel: +84 23825 6013/ Fax: + 84 23825 6088  
Website: <https://bridgestone.com.vn/en>  
Hotline: 1900 64 64 68

The challenging route is the opportunity for Alenza to prove its exceptional handling performance and luxurious comfort driving experience.



*The journey is to introduce the top-notch Alenza to the market*

The new compound and 3D M-shaped sipe pattern design maximise tyre life by preventing irregular wear. Share deformation of the block while braking is restrained, which prevents reduction of the contact area and improves wet grip. Alenza goes through all challenging roads with surprisingly stability and comfort.

The winter of Mai Chau is famous for its picturesque landscape, heavenly yet romantic. This is such an opportunity for urban families to find peaceful and warm-hearted moments away from the bustling city.

Are you planning a holiday getaway for your family? If yes, why not getting your chance at <https://hanhtrinhalenza.com>?

## **Alenza – the tires for premium CUV and SUV**

Alenza is a Bridgestone brand new product in Vietnam Market, targeting to CUV and SUV owners - a rising segment in Vietnam Market. Alenza's target audience is urban families who

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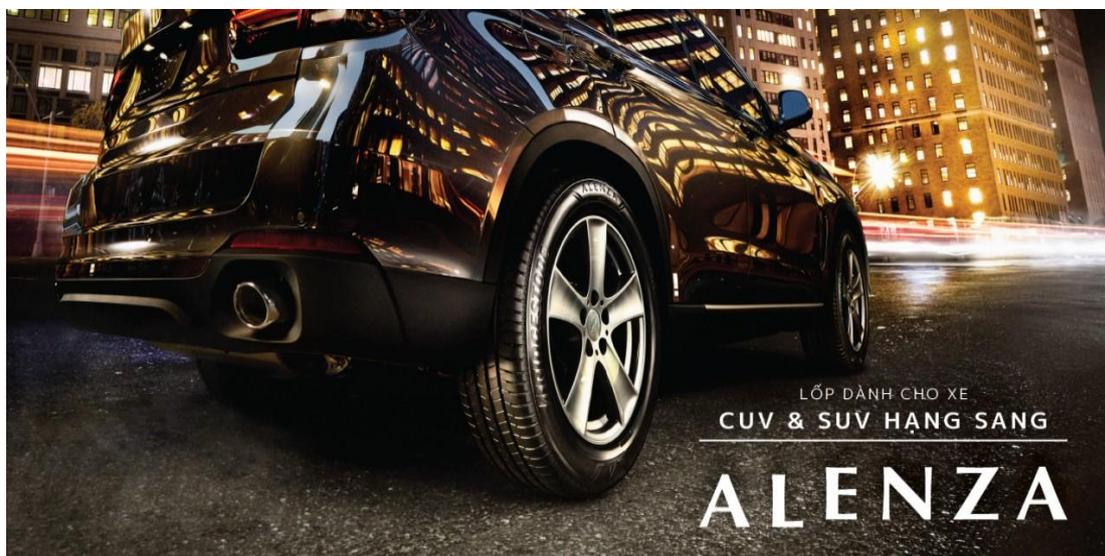
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always have adventures and road trips in their bucketlist.



*Alenza targets to premium CUV and SUV owners in Vietnam*

“Mai Chau journey: The driving experience with Bridgestone Alenza” is to introduce the top-notch Alenza to the market. Within Alenza, Bridgestone aims to fulfil the gap of tire for premium CUV and SUV and shows its commitment to the emerging Vietnam Automobile Market.

Sign-up “Mai Chau journey: The driving experience with Bridgestone Alenza” which is taking place from Dec 1<sup>st</sup> to 2<sup>nd</sup> at: <https://hanhtrinhaleanza.com>. For more details, please call our hotline: 1900 54 54 68. Expiration date: Nov, 24th 2018. 5 luckiest families will be published on Bridgestone Vietnam Fanpage: <https://www.facebook.com/BridgestoneVN> on 25/11/2018.

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