

Have your car serviced today with Bridgestone Tyre Safety at B-select Hoang Hung, Hanoi

Hanoi, May 25-27, 2018, Bridgestone Tyre Safety program returned to the capital, marking its third year in a row and the fifth time taken place in Hanoi. The program offered lots of services and incentives for the first 100 car owners at the premium tire service center B-select Hoang Hung, 52-54 Yen Phu, Ba Dinh district, Hanoi, at about 500m from Long Bien Bridge.

The habit of delaying car maintenance contains many risks

Some parts and components in cars require frequent maintenance such as tires, lubricants, cooling water, air filters, etc. Among them, tire is a special part as the whole safety and comfort of drivers and passengers are put on the four wheels, with road contact surface equivalent to only the size of four hands.

Timely maintenance of these parts before they get damaged will help ensure safety, reduce costly replacements, save fuel and provide a sense of confident driving, especially during summer days when the weather changes frequently and hence contains many risks.



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The knowledge is not new, but it is the procrastination that keeps car owners from delaying necessary maintenance, and only taking action when problems occurs. This gradually creates

About Bridgestone Corporation

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the habit of "living together" with little inconvenience while driving and without being fully aware of the safety risks that these minor inconveniences can bring about, including the risks of major replacement cost and even worse, accidents for the whole family.

From the perspective of the world's leading tire company, Bridgestone aims to raise the sense of urgency and importance of active prevention from all the risks coming from both tire and other parts through the key message "Take care of your car today" conveyed in this "Tyre Safety" event.

Mr. Chris Yang, General Director of Bridgestone Vietnam said, "Tyre Safety", in addition to being a car and tire care program, is a testimony to Bridgestone's spirit of continuous moving without delaying. Once a program ends, we will immediately continue to prepare for the next one in another city or province. I hope the "Tyre Safety" will gradually create a good habit having cars checked timely to ensure safety for the whole family.

Another 100 cars having safe tires

Hanoi is home to the most premium Bridgestone Tire Service Centers with 09 B-selects and B-shops. This showcases the company's strong investment in the dynamic markets. Centrally located in the Old Quarter and with nearly 40 years of experience in the industry, B-select Hoang Hung is a convenient and reliable destination for car owners who are looking for professional tire care services.

During the three-day event at B-select Hoang Hung, 100 passenger cars were scanned and tested at tire pressure, tire gauge... Customers whose cars required wheel alignment, wheel balancing, brake rotor resurfacing received a 50% discount. In particular, wheel alignment service was done with special machinery which can detect camber, toe and caster angle which cause uneven tread wear, steering wheel vibration or the car pulling to left or right. This service requires specialized qualifications and machines, and is usually costly.

Mr. Manh Tuan, owner of a Mercedes-Benz AMG shared: *"The problems caused by wheel misalignment can hardly be seen with bare eyes. You can only feel that the car is not responding exactly to your driving. After using the tire services here, I feel my car is more stable, confident in handling and hence more accurate while driving."*

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In this “Tyre Safety” event, Bridgestone also teamed up with Motul lubricants to check the quantity and quality of the engine oil. This is the first time that Motul, a famous lubricants manufacturer from France, partnered up with Bridgestone in the “Tyre Safety” program. With a history of more than 165 years, Motul has a wide range of superior lubricant products that have been improved and tested through international racing circuits. In Vietnam, Motul is gradually becoming a popular brand among car owners after successfully organizing a lot programs to directly approach customers.



*100 cars were cared and serviced with full package at B-select Hoang Hung during
Bridgestone Tyre Safety Campaign*

Customers participating into the "Tyre Safety campaign" at B-select Hoang Hung got the "Buy 03 get 01 free" incentive when purchasing 03 Ecopia EP300 fuel-efficient tire or 03 Turanza GR100 first-class smooth tire. They were also given a Bridgestone thermal bag and a bottle of Motul lubricant 4L. In addition, within one year, customers who return to B-select Hoang Hung will receive a 30% discount on tire services.

Bridgestone Vietnam will continue accompanying the car owners across the country in the journey of “Tyre Safety” thorough 2018.

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