

Unprecedented record of bridgestone for simultaneous 6 tire service centers' opening

An unprecedented record has just been made by Bridgestone Vietnam when the brand opens 6 new Passenger Tire Care Service Center (B-shop) across the country at the same time, increasing the total number of B-shop up to 45 centers.

This is a firm start of the strong development strategies in 2018 with the motto "Serving Society with Superior Quality". The latest B-select and B-shop centers have brought qualified modern services to nationwide customers, helping them prevent unexpected tire problems, enjoy safe trips with comfort and peace of mind in the new year.

Especially, on the opening occasion, from 26 January to 11 February 2018, every customer purchasing tires at these new Passenger Tire Care Service Center (02 B-select and 04 B-shop) of Bridgestone will receive many attractive offers.

A makeover of the traditional tire industry

The significant growth of automotive market has required the high quality services in all related aspects, such as tire specifically. The traditional tire shops without innovative change are losing their competitiveness.

Since coming to Vietnam, especially since the year of 2017, Bridgestone has continually expanding its family channel, leading the trend and adapting the market demand. The opening of 06 new Passenger Tire Care Service Centers at the same time demonstrates the will of innovation, stepping out the tradition. Moreover, Bridgestone has contributed in changing image of tire industry more modern and professional. This is a good opportunity for car owners in Vietnam to be cared by better services.

A smooth start for all the best comes true

The visible differences of Passenger Tire Care Service Center (B-select, B-shop) are about the large area and convenient locations as city centre with high population density.

Typically, B-select Thanh Nam in Nam Dinh province and B-select Quoc Nam in Lam Dong province have capacity to serve simultaneously 5 cars accordingly. Product displaying area, warehouse, check and repair area are scientifically defined. In addition, all B-select and B-

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.

News Release

BRIDGESTONE

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shop are equipped comfortable waiting room with amenities such as air condition, wifi and beverage. Customers are no longer disturbed by discomfortable issues of dust, heat and suffocating space.

Besides, Bridgestone Passenger Tire Care Service Centers (B-select and B-shop) fully features the modern tire equipments as wheel balancing, anti-rotation tire machine, especially, wheel alignment machine is imported directly from the US or Europe.

These machines can detect exact problems and then deploy repair solutions immediately. Therefore, B-select and B-shop can help customers save time and cost incurred due to decreasing frequency of maintaining cars.

The key difference is also professional staffs with deep knowledge and experience in tire industry, proficiency in using modern tools, enthusiasm in advising and supporting customers to understand more their cars and how to use tire more safely as well as durably. Building a home-based tire shop with full iconic characteristics above is not easy work in short term. It is a great effort in long cooperation and commitment of both Bridgestone and dealers.

When being asked about this incredible record, Mr. Nguyen Ngoc Dung - Bridgestone Vietnam Planning & Marketing Manager proudly shared: *“With the large number of B-select and B-shop, we always focus on improving products and service quality. The unanimity of Bridgestone and dealers, especially in achieving this record, is a stable start for a desired new year.”*



B-shop: AN HUNG PHAT



B-select: THANH NAM



B-shop: SON THANH NGOC



B-select: QUOC NAM

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To celebrate this family channel development, Bridgestone offer an attractive promotion for customers purchasing tires at these 06 new service centers. Specifically, from 26 January to 11 February, the promotion “Buy 03 get 01 same Bridgestone tire and 01 T-shirt” is deployed for 70 first customers of B-select Thanh Nam in Nam Dinh province, and 50 first customers of B-select Quoc Nam in Lam Dong province. It is only applied for top 10 best-selling cars in 2014 including Toyota Vios, Toyota Fortuner, Toyota Innova, Toyota Altis, Ford Ranger, Toyota Camry, Kia Morning, Kia K3, Honda City, Mazda CX-5.

Moreover, every customer will get 01 premium Bridgestone T-shirt when buying 2 tires in B-shop Son Thanh Ngoc (Dong Nai), B-shop Loc Xuan (Ha Noi), B-shop An Hung Phat (Nghe An) and B-shop Thai Thinh Hung (Ho Chi Minh city) until out of gifts.



B-shop: LỘC XUÂN



B-shop: THÁI THỊNH HƯNG

For more information of all B-select and B-shop, customers can access this link:
<http://bit.ly/2n6Xn1Y>

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