

Tire safety event in ceremony day of B-select Van Loi with 55-year story in tire industry

Last 26th October, over 100 cars and customers attended in the “Bridgestone Tire Safety” event was held by Bridgestone. This activity was co-held with the opening ceremony of the Premium Passenger Tire Care Service Center - B-select Van Loi at 1496 Huynh Tan Phat, D7 (near the intersection of Pham Huu Lau).



Car owners and representatives from Bridgestone, Motul and journalists attended in the event.

“Bridgestone Tire Safety” is a cause-related campaign aiming to help car owners get the international services acclaimed by Bridgestone. Participating in the event, car owners would get promotions such as free car wash, free 4-litre Motul lubricant bottle, buy 3 tires get 1 free,

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and many other discounts, etc. as well as the car care consulting from experienced technicians. All of the tickets that were sold in event (300.000 VND/ ticket) used to fund for local charities.



B-select Van Loi representative and authority giving scholarships to student.

B-select Van Loi - the co-host of “Bridgestone Tire Safety” this time, is a top distributor of Bridgestone. After the opening of this second B-select Van Loi in district 7, there is a story of an always-thriving local business over such 55 years.

VẠN LỢI - 55 YEARS THRIVING IN VIETNAM TIRE MARKET

Back to the 60s, there was a Hanoian named Van Loi came to Ho Chi Minh city to find his opportunities and soon started his small tire patching workshop carrying his own named on Ly Thai To street in 1963. The business was going well since the location was near a bus station within high traffic and his priority in reputation and quality services. Van Loi has settled its first step into the tire market ever since.

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In 1993, the demand for automobile rose. “This is my opportunity” - said Van Loi. He started extending his business into distributing tires. In the early days, Van Loi distributed for various tire brands including Bridgestone.

2013 was a remarkable milestone of the business of Van Loi when his store officially became a B-select. Collaborating with such a leading tire brand as Bridgestone helped Van Loi a lot in gaining its reputation and thriving its business.

Nowadays, after 55 years in tire market, Van Loi has become a pioneer B-select to settle its step into district 7 with a well-facilitated centre named B-select Van Loi.

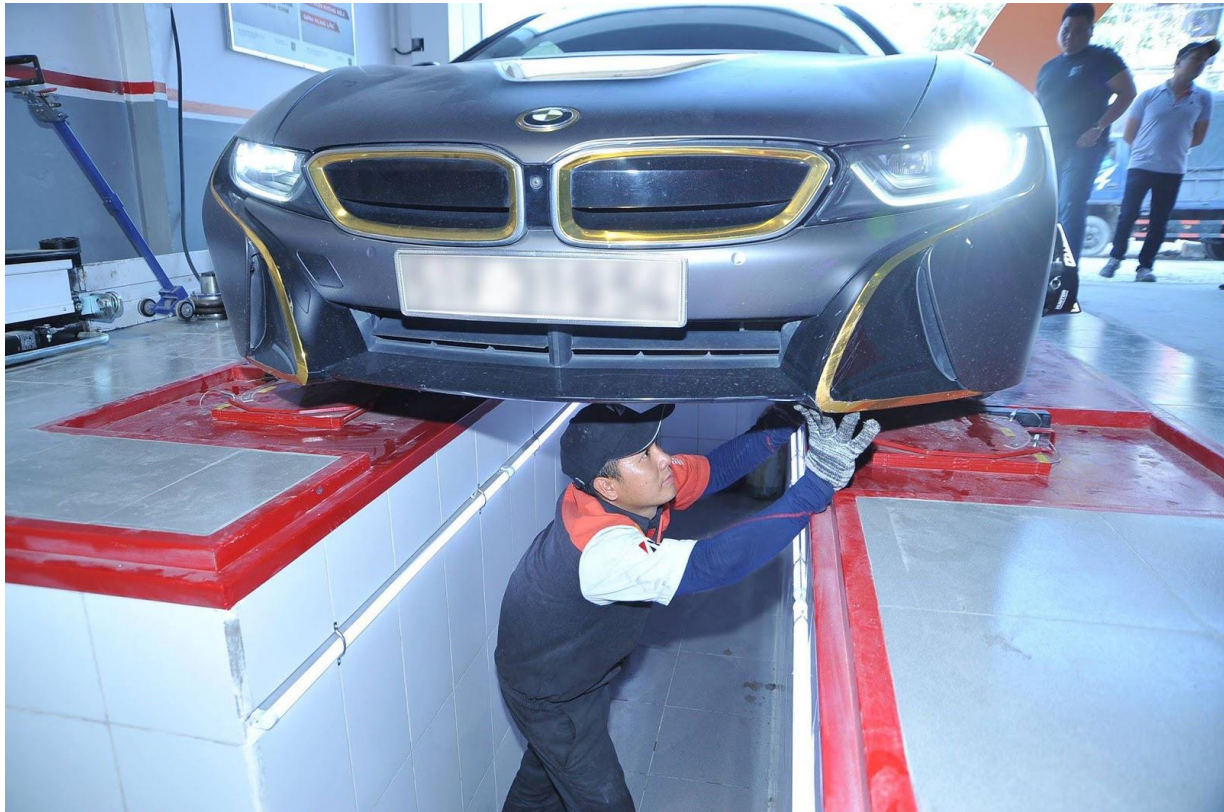
B-SELECT VAN LOI: CONTINUE TO COLLABORATING WITH BRIDGESTONE ON THE FUTURE PATH

B-select (the Premium Passenger Tire Care Service Center) is an acclaimed model of Bridgestone in order to offer the international car care service to local car owners. With the 55-year reputation of Van Loi, Bridgestone is aiming to bring its international services to more and more customer. Besides helping Van Loi keep its sustainable prices, consulting and investing in its facility design and construction, Bridgestone also supports Van Loi in HR training, in technology and services. All of these efforts are to maintain the consistency and enhance the service for B-select Van Loi as well as the network of B-select across Vietnam.

Besides distributing genuine and guaranteed Bridgestone products, the 2,000-m2 B-select Van Loi in district 7 offers full of convenient services such as car washing, car checking-up, lubricant changing... Especially, B-select Van Loi is equipped with the highest car ramp in Vietnam.

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B-select Van Loi is also one of prestigious garage for luxurious and super car.

Besides professional technicians, qualified facility, B-select Van Loi in district 7 will also bring a fine experience to its customers with its 58-m2 lounge filled with daily newspapers, magazines and TV.

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With 55 years of development, Van Loi now is not only a local business but one of the leading factors in enhancing the landscape of Vietnam tire market. Besides the business, Van Loi carries the responsibility for the community and especially, the safety for anyone behind the wheel.

An international corporation collaborating with a renowned local business, both Bridgestone and Van Loi aim to our community and bring the safety for every customer as the first priority.

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Bridgestone, B-select Van Loi and other representatives in the day of collaboration

B-select is the name of Bridgestone the Premium Passenger Tire Care Service Center. This is a model Bridgestone has researched and developed for many years in order to bring the international car care services for local customers when they choose Bridgestone car care services and tires.

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