

Bridgestone Vietnam official launches the new product turanza T005A **“Comfort above all” - The best choice for luxurious cars**



NEW TURANZA T005A

Comfort above all.
For a quieter, safer and smoother journey.

Hanoi, 28th July 2018 – Bridgestone Vietnam today has celebrated a successful launching event of Turanza T005A and test-drive journey “Comfort above all – Exceptional experience” in Hanoi to officially introduce the all-new flagship tire Turanza T005A to Vietnam market. Through advanced innovations in design, Turanza T005A is the perfect combination of first-class comfort, superior quietness and durability – the criteria stand for Bridgestone’s reputation.

Turanza T005A - Challenging the smoothness

Choosing smooth tires is always a concern of a lot of Vietnamese customers when driving both short and long distance journeys in the city. Understanding users’ demand, Bridgestone has improved its flagship tire Turanza with a special design of blocks diverse spikes to enhance the ability to disperse the noise. Additionally, Bridgestone has innovated the newly-added grooves facing deep spines to reduce the impact of tires on the road surface and thus decrease the amount of noise generated in the cockpit. Besides, the contact area between tires and the road as well as the tire sidewall is improved to minimize the shock.

At the same time, as a perfect successor of Turanza GR100, Turanza T500A is developed based on the advantages of GR-100 and has remarkable improvements, namely, an exclusive Nano Pro-Tech™ compound for this tyre. The new compound is engineered to strengthen the bond between silica and polymer with the purpose of increasing the contact area, resulting in reduced heat generation and energy loss. Overall customers will have safer experiences regarding the performance of Turanza T005A on wet roads. Lastly, chamfering on the tire prevents deformation and ensures even contact with the road for improved braking performance.

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
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Hanoi, July 27th 2018, Bridgestone Vietnam has officially launched new Turanza T005A

In a nutshell, Turanza T005A is considered a perfect combination between softness and durability which are the criteria of Bridgestone's reputation. Turanza T005A commits to offer a smooth journey with exceptional comfort, superior quietness and assured safety.



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Turanza T005A - The best choice for luxurious Audi A7.

Bridgestone Corporation, as the world leading brand in car tires, has been selected as original fitment (OE fitment) by premium car brands. Thanks to the pioneering technology, structure, design and high-quality materials, Bridgestone tires always meet the strict requirements that automobile manufacturers desire. Recently, the Turanza T005A again proved its outstanding

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performance when being selected as original fitment for Audi's the latest premium car - Audi A7. This success demonstrates Bridgestone's innovative approaches to tire technology and driving safety of Bridgestone. Bridgestone is proud to be a trusted partner of Audi.

Ultimate smooth journey with Turanza T005A

Before launching in the Vietnam market, Turanza T005A has been promoted in other countries in the Asia-Pacific region: Thailand, Singapore, South Korea, Malaysia... and gained positive feedback from distributors and customers through their experiences with the product's comfort and convenience.

This July, Bridgestone continues to demonstrate the outstanding feature of Turanza T005A Comfort above all via two test-drive events "Comfort above all – Exceptional experience", which organized in Hanoi (28/07) & Ho Chi Minh City (04/08). This is an opportunity for customers to experience themselves the advanced functions of this new tire, especially the comfort that it provides.



Regarding the launch of Turanza T005A in Vietnam, Chris Yang - CEO Bridgestone Vietnam shared: *"Turanza is the premium flagship tire of Bridgestone, emphasizing exceptionally smooth*

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driving experiences for drivers. After years of intensive research, we have successfully launched an all-new product Turanza T005A with remarkable breakthrough features compared to its predecessor GR100. This is our commitment to the effort of bringing a safe, smooth and flexible journey to consumers around the world in general and in Vietnam particularly."



After being launched in Vietnam market, Turanza T005A will officially be distributed at the Bridgestone distributors nationwide, offering opportunities for consumers to experience the ultimate smoother Journey with Turanza T005A.



24 different sizes of Turanza T005A will be sold in Vietnam market:

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205/65R16	225/45R18
215/60R16	215/50R17
205/60R16	235/55R17
205/55R16	235/45R18
215/45R17	245/45R19
215/55R17	225/55R17
225/50R17	255/45R18
185/55R16	245/50R18
225/45R17	275/40R19
235/45R17	215/60R17
195/50R16	235/50R18
245/45R17	275/45R18

For more detailed information about the product, please visit the official website of Bridgestone: www.bridgestone.com.vn/vi or ontact directly to hotline 1900 54 54 68

Photos of Hanoi – Ba Vi Turanza T005A Journey



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