

Bridgestone Vietnam receives “Toyota 2017 Best Improvement Supplier Award”

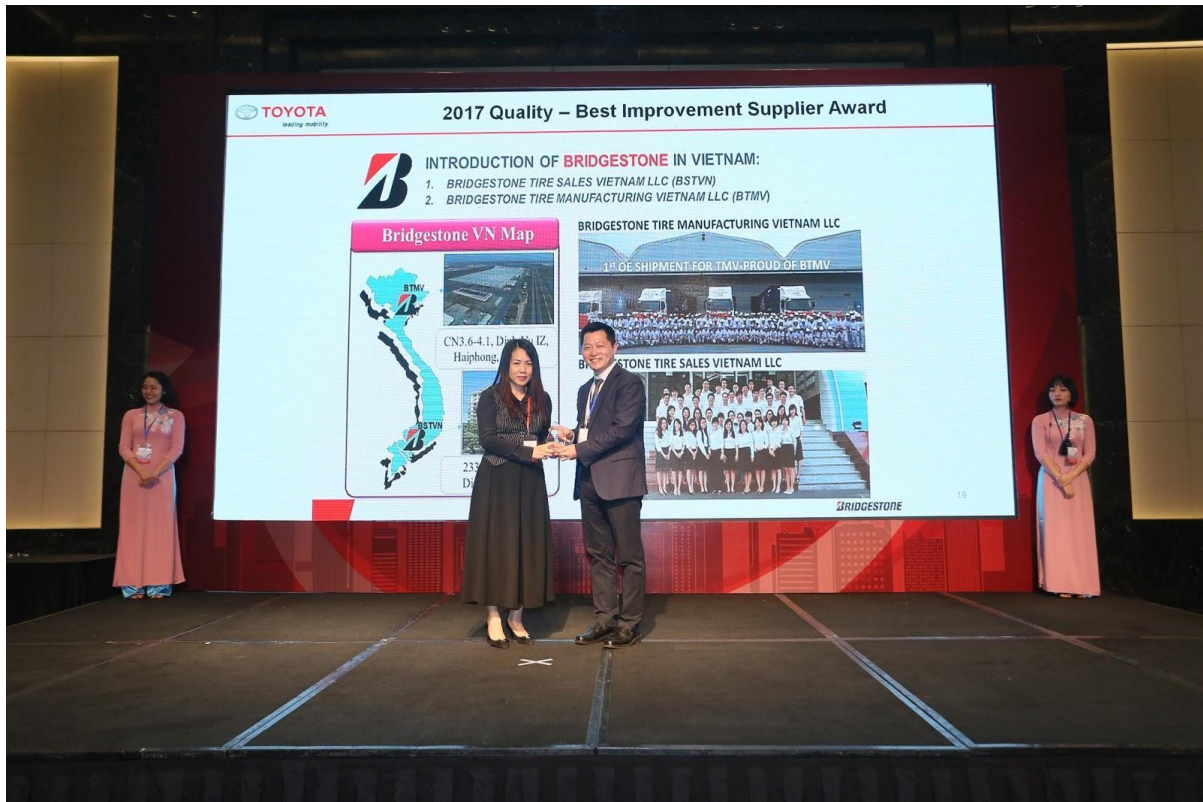
Vietnam (14th May, 2018) – Bridgestone Tire Sales Vietnam LLC. and Bridgestone Tire Manufacturing Vietnam LLC. (Bridgestone Vietnam) today announced that it has received the “2017 Best Improvement Supplier Award of Quality” from Toyota Motor Vietnam Co., Ltd (Toyota Vietnam). Among a total of 40 suppliers across different categories, Bridgestone Vietnam was recognized as the best quality supplier in 2017. This Award is one of the most prestigious awards presented by Toyota Vietnam, recognizing that the supplier has obtained the highest combined evaluation from Toyota Vietnam.

Throughout 2017, Bridgestone Vietnam has made continuous contribution to Toyota Vietnam’s efforts to “making ever-better cars” based on Toyota Motor Corporation’s Global Vision, by pursuing continuous improvement (Kaizen) in terms of quality, supply, maintenance, and warranty. In specific, Bridgestone has consistently met and exceeded the strict requirements set Toyota Motor Corporation regarding product quality.

Upon receiving the Award, Bridgestone Tire Sales Vietnam LLC. General Director Yang Zhe Chris made the following comments: *“We are extremely honored to receive the 2017 Best Improvement Supplier Award from Toyota Vietnam. We are proud of our efforts, strictness and responsibility from production to logistics, sales and aftersales process, with both the vehicle manufacturers and customers. This award is evidence of the high quality products and the innovative workflow of Bridgestone Vietnam”.*

Toyota is a manufacturer of high quality cars and has perfect sales & service, always achieve the satisfaction as well as trust of many customers in Vietnam. The successful cooperation with Toyota Vietnam plays an important role in the sustainable development strategy of Bridgestone Vietnam. This cooperation not only brings top quality products to customers, but also contributes to the positive

impact on environment and community. The most obvious example is the Bridgestone Ecopia 150, equipped on Toyota Innova, the class-leading MPV car and the best-selling family car in Vietnam, Bridgestone Ecopia 150 demonstrates its durability and outstanding quality on different roads and weather conditions. Featured with fuel efficiency and low CO2 emissions by reduced rolling resistance design, improved tire life and superior grip with 3D pattern design, Ecopia EP150 has received the great appreciation of Toyota Vietnam as well as customers on every journey.



The award ceremony held on April 24th, 2018. (Left) Madam Do Thu Hoang, Vice President of Toyota Motor Vietnam, (Right) Yang Zhe Chris, General Director of Bridgestone Tire Sales Vietnam LLC.

Besides, this award is also considered as the successful mark of the Bridgestone Tire Manufacturing Vietnam (BTMV) in Hai Phong in production capacity, as well as ensure the absolute uniformity of international quality, as well as ensuring internationally recognized products' quality. This was the 50th factory of Bridgestone worldwide and officially operated from 2014. The factory was standardized with international requirements in advanced facilities, modern machinery, skilled technicians, brought customers more benefits at the time automobile demand increased significantly.



Bridgestone Ecopia 150 equipped on Innova offers improved fuel efficiency, superior grip and durability.

About Bridgestone Vietnam***

Bridgestone Tire Sales LLC (BSTVN) was established in 2010, supplying its products across the country with more than 200 dealers. We are committed to Bridgestone Group’s mission, “Serving Society with Superior Quality.” Our goal is to offer the best for our customers and to society, not only in terms of our products, services and technology, but in all of our corporate activities.

Bridgestone Tire Manufacturing Vietnam LLC (BTMV), which established in 2014, is the plant for producing radial tires for passenger cars (PSRs) and serve as an export base for replacement tires sold in the European, North American, and Japanese markets, primarily supplying PSRs for general use. Apart from contributing to Vietnam’s economy, BTMV also plan to drive a better future by supporting the local community and environment in Vietnam.”

About Bridgestone Corporation***

Bridgestone Corporation, headquartered in Tokyo, is the world’s largest tyre and rubber company. In addition to tyres for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

In the Asia Pacific region, Bridgestone locates its regional headquarters in Singapore, overseeing the operations of tyre production and sales facilities, as well as supplying its products across more than 25 over countries in the region. Bridgestone Asia Pacific plays a key role in facilitating this large and growing market as it contributes significantly to the entire Bridgestone Group.