

# News Release

Contact:  
(Ms.) Lê Huỳnh Hải Sa  
Mobile: 0901 880 813

**BRIDGESTONE**

Bridgestone Tire Sales Vietnam  
Limited Liability Company  
9<sup>th</sup> floor Bao Viet building,  
233 Dong Khoi Street, Ben Nghe Ward, District 1,  
Ho Chi Minh City, Vietnam  
TEL +84 28 3825 6013 / FAX +84 28 3825 6088  
Website: <http://www.bridgestone.com.vn>  
Hotline 1900 54 54 68

## PRESS RELEASE

### **BRIDGESTONE VIETNAM PRESENTS 20 SMART TRASH BINS TO HUE CITADEL AS A CONTRIBUTION TO THE GREEN ENVIRONMENT**

**Hue city, December 12<sup>th</sup> 2018** – Today, Bridgestone Tire Manufacturing Vietnam LLC cooperates with Thua Thien Hue Department Of Tourism to present and handover 20 smart and eco-friendly trash bins to the city. Especially, among these 20 trash bins, there are 4 trash bins with solar energy smart sensors, enabling lighting signals when fully filled and sound signals when receiving trash. This practice is an activity of Bridgestone Vietnam on the journey accompanying Vietnamese to raise awareness of and promote movements in environment protection and cultural heritage.



*The Smart trash bins Handover ceremony was held in Hue city on December 12<sup>th</sup>, 2018*

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#### **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.

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As a unique cultural and tourism center of the country, Hue city has always been a favorite destination of local and foreign tourists since years. According to the latest report of Thua Thien Hue Department of Tourism, the number of tourists coming to Hue city has been estimated to reach 3.7 million in the first 10-month of 2018. Sharp growth in tourism has resulted in serious issues on environment protection and preserving the city landscape as well as cultural and historical attractions. Therefore, by sponsoring and receiving smart trash bins in Hue city, Thua Thien Hue Department of Tourism and Bridgestone Vietnam are joining hands to raise awareness of and promote movements in environment protection and national culture heritage for the city people and tourists.



*Bridgestone continues to affirm to be the pioneer brand in terms of creating technology innovations for the environment and utilizing resources to serve the community.*

Specifically, the 4 modern smart trash bins come with 120 liters of capacity, installed with

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solar energy component to produce clean thermal energy, enabling sensor system inside the bin. This sensor has 2 functions, one is to show lighting signals when fully filled, and the other is to play “Thank you” sound when receiving trash.



*Additionally, all 20 trash bins are designed to separate the garbage with fluorescent decal on grey background to fit with the ancient landscape of cultural heritage sights.*

After being handed-over, the smart bins will be installed in Imperial City area and other locations on Hue city public streets to serve local people and tourists.

General Director of Bridgestone Vietnam, Mr. Chris Yang spoke: *“To protect the environment and landscape at tourism attractions area has always been a critical issue, contributing to the development of a safe and happy society for generations of today and tomorrow. Therefore, Bridgestone always desires to be a collaborator in the long-term plan, supporting the people*

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*and local authorities to continue preserving the beauty of Hue city by applying eco-friendly technology innovations. With the support of local authorities, Bridgestone hopes to create more breakthrough impact in the next years in order to develop a more sustainable and civilized Vietnam."*

In addition to presenting and installing smart trash bins in several provinces nationwide, Bridgestone Vietnam is also implementing many meaningful and practical activities to create long-term impact to the society, for instance the "Accompanying with Vietnamese Students" programme – fostering "Heart" and "Talent" of Vietnamese youth to prepare for the future, or the "Drive home safe" – setting up fluorescent decal for trucks to ensure traffic safety in low light conditions.

For more information: <https://www.bridgestone.com.vn/vi>

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