

BRIDGESTONE VIETNAM ANNOUNCES NEW MANAGING DIRECTOR

Vietnam (June 8th, 2019) – Bridgestone Vietnam today announced that Sadaharu Kato, formerly General Manager, Consumer OE (Original Equipment) Sales of Bridgestone China & Asia Pacific, has been appointed as new Managing Director of Bridgestone Tyre Sales Vietnam LLC.,. In this new role, Kato will oversee Bridgestone’s tyre business in Vietnam and will accelerate Bridgestone’s journey of its mission “Serving Society with Superior Quality” in Vietnam market.



Bridgestone Vietnam officially introduced Mr. Sadaharu Kato as the new Managing Director. Joining Bridgestone Vietnam team, he brings along his nearly 20 years of leadership experience and business development knowledge from many markets like USA, Japan, and other Asian countries with extensive understanding of products, market & customer insights of Vietnam, which is vital to further enhance the No.1

position of Bridgestone Vietnam in the local tyre industry as well as the sustainable development strategies. With his high responsibilities and capabilities, Kato, together with his Bridgestone Vietnam team, will bring Bridgestone's performance in Vietnam to the next level in order to continuously deliver customers' safe and happy driving experience.



The safety of customers in all aspects remains the top priority of Bridgestone Vietnam

“Vietnam market has witnessed the remarkable rapid growth in vehicle usage up to 210% from 2011 to 2018, which has driven tyre demands to rise significantly. This is a great opportunity for the whole tyre industry as well as for Bridgestone Vietnam in particular as the leading tyre manufacturer in Vietnam. I am excited to join the team and ready to tackle new challenges,” said Kato. “I am proud of what Bridgestone Vietnam has achieved so far by staying committed to our mission “Serving Society with Superior Quality”. This has been proved by our latest award as Top 10 Sustainable Businesses in Vietnam in Trade – Service sector for 3 consecutive years and our proactive corporate social activities.”

News Release

BRIDGESTONE

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"I am excited to join the team and ready to tackle new challenges. I am proud of what Bridgestone Vietnam has achieved so far by staying committed to our mission "Serving Society with Superior Quality". This has been proved by our latest award as Top 10 Sustainable Businesses in Vietnam in Trade – Service sector for 3 consecutive years and our proactive corporate social activities." Mr. Sadaharu Kato said.

About Bridgestone:

Bridgestone Vietnam belongs to Bridgestone Corporation Japan, 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.

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