

## **Bridgestone Vietnam cooperated with ASEAN NCAP to raise awareness of safe driving**

*Hanoi, March 9<sup>th</sup>, 2019 – Bridgestone Tires Sales Vietnam LLC shared about tire safety on the Vehicle Safety Course co-organized by the National Traffic Safety Committee and the New Car Assessment Program for Southeast Asian Countries (ASEAN NCAP) at Hanoi University of Science and Technology. It was an opportunity for Bridgestone Vietnam to directly share with drivers the critical knowledge about tire safety, contributing to raising the awareness of safe driving in the Vietnamese community.*

### **Striving to improve tire safety for drivers**

Tires are the sole points of contact between the vehicle and the road, thus it has a great impact on the general safety of the vehicle. Therefore, tire safety when driving is essential knowledge for every single driver. Participating in the event, the representative of Bridgestone Vietnam, Mr. Le Chi Hao – Manager of OE Sales Department, emphasized this message along with sharing useful information about best tire choices for the safety of drivers and their families.

Especially in terms of production, Bridgestone always focuses on operational safety when designing tires and tirelessly making considerable improvements in manufacturing, including shortening braking-distance (distance to completely stop the vehicle after using break), upgrading driving experience to support drivers to handle the vehicle more smoothly and safely on both wet and dry road conditions.

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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.*



*In the event, Mr. Le Chi Hao also shared more about activities aiming at "Safety for community" of Bridgestone Corporation.*

Bridgestone Vietnam inherited the Corporation's philosophy of "Serving Society With Superior Quality", and is striving to develop various community-oriented CSR (Corporate Social Responsibility) activities, supporting underprivileged people and promoting campaigns on traffic safety. The most outstanding and effective campaigns include "Drive Home Safe With Bridgestone" equipping trucks and long-distance buses with high-quality flashing-stickers and "Bridgestone Tire Safety" providing tire care and safe driving knowledge for Vietnamese car owners.

*The representative of Bridgestone China - Asia Pacific, Mr. Sadaharu Kato - General Manager of Consumer OE shared: "Safety is a common value and the focus for both Bridgestone and ASEAN NCAP... Our collaboration with ASEAN NCAP will amplify our safety message to drivers*

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*in Vietnam and the ASEAN region, and is an important step considering that education is key towards raising awareness of safety and to reduce the number of avoidable traffic accidents..”*



*Mr. Sadaharu Kato representing the Bridgestone China - Asia Pacific participated in the Vehicle Safety Course.*

## **Actively expanding cooperation to improve safety for global customers**

ASEAN NCAP operates with the mission of providing customers with independent and objective safety assessments of popular car models in the Southeast Asian market. Their tests apply the general standard of NCAP - a global non-profit organization of car safety assessment. Since founded in 2011, ASEAN NCAP has organized and co-hosted many impactful events aiming at traffic safety in Southeast Asia.

“Vehicle Safety Course” 2019 is the second time that Bridgestone Corporation members participated to share about tire safety at ASEAN NCAP’s event, following the first event

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organized in Indonesia in November 2018.



*This is a positive effort of Bridgestone Corporation and Bridgestone Vietnam in raising awareness about tire safety when operating in Southeast Asia.*

In the following years, Bridgestone Corporation and Bridgestone Vietnam will continue to operate their owned activities, and simultaneously, develop strategic cooperation with partners and other organizations in order to promote traffic safety through a variety of programs and campaigns in various formats and levels of scale.

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