

A SMOOTH JOURNEY IN BMW CARAVAN 2019 WITH BRIDGESTONE TIRES

Ho Chi Minh City (April 10th, 2019) – Bridgestone Tires Sales Vietnam LLC (Bridgestone Vietnam) supported BMW Caravan 2019, the journey of 3,700km lasting 9 days and 8 nights from Vietnam, Cambodia, Laos, and Thailand, as the exclusive tire sponsor. The caravan organized by BMW Club Vietnam – the largest community of BMW enthusiasts in Vietnam - was also an opportunity for Bridgestone Vietnam to demonstrate the advantages of smoothness, safety, and durability of tire products for premium cars like BMW, supporting drivers to conquer all terrain and weather.

Bridgestone tires – Reliable companion for the adventurous journey

The BMW Caravan 2019 is a long journey by the people who love traveling with their BMW vehicles. Understanding the critical role of tires for the adventurous journey, Bridgestone Vietnam provided its Turanza T005A and Alenza 001 as a reliable companion for the journey. The comfortable driving experience offered by Bridgestone tires made the journey smooth and safe through different traffic and weather conditions in four countries.



Bridgestone Vietnam as the exclusive tire sponsor for BMW Caravan 2019



BMW Club Vietnam, the largest community of BMW enthusiasts in Vietnam is the organizers of this adventurous journey



BMW Caravan 2019 lasts 9 days and 8 nights about 3.700km from Vietnam to Cambodia - Laos – Thailand



Besides the opportunity to experience new roads, the drivers have to face many different terrain and weather conditions

Bridgestone's Turanza T005A and Alenza 001

With smoothness and safety, Bridgestone premium tires, Turanza T005A and Alenza 001, are the perfect companions for luxury cars like BMW to conquer tough roads while ensuring the best driving experience.



The superior comfort, durability, and safety of Bridgestone tires are the key “supporters” for BMW Club Vietnam in the challenging journey

Turanza T005A for Sedan is designed to be equipped with an optimized contact shape that ensures consistent contact pressure on the road to reduce shock and impact noise for better comfort on either short or long journeys. Meanwhile, Alenza 001, specifically for luxury SUVs and CUVs, can stably and comfortably go through all challenging roads with the multi-round block structure, the new compound, the 3D M-shaped swipe pattern. These two key products proved that Bridgestone tires have updated the driving experience with the comfort for car owners besides the inherent durability and safety.

Mr. Vo Duy Tan, Manager of Passenger Tires Sales Departments, Bridgestone Vietnam said “Alenza 001 and Turanza T005A with the focus on bringing smoother and safer ride for drivers are the premium tires affirming Bridgestone Group’s mission “Serving society with Superior Quality”. In the future, we hope to see stronger relationships with car enthusiast communities by supporting their journey and keep improving the driving experience for all customers in their important rides.”

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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