

For Immediate Release
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SPREAD THE JOY, EARN PROMOTION FROM B-SELECT AUTOCARE24 AT CAN THO AND “TYRE SAFETY 2019”

Ho Chi Minh City, 10th October 2019 - After nearly half a year moving through the Northern cities, Bridgestone Vietnam's Tyre Safety program has returned to the Southern drivers on the opening of the Premium Passenger Car Tyres Care Service Center (B-select) Autocare24 at B3-B4, Nong Tho San Residential Area, Phu Thu Ward, Cai Rang District, Can Tho City. This is also the second Autocare24 facility to officially become B-select, continuing supporting Bridgestone through providing international standard tyre care service to customers. With the key message "Safety package for safety journey", the program gave away a number of promotions and shared safety driving knowledge for car owners on October 5th - October 6th, 2019. B-select Autocare24 is expected to become a reliable stop for drivers who enjoy professional and dedicated tyre care services.

B-select Autocare24 strives to bring joy and safety to customers

2013 was the first year marking the partnership between Bridgestone and Autocare24 - one of the largest tyre service suppliers in the South through the opening of B-select Autocare24 in Ninh Kieu District, Can Tho. Following that success, Autocare24 continued to expand its business chain activities in early October 2019 through a new branch. Located in a convenient location in Cai Rang District - and at the southern gateway of Can Tho City intersecting with Highway 1A. B-select Autocare24 Cai Rang, Can Tho has become the latest member to join the Bridgestone Vietnam family, prepared to provide international standard tyre services to serve customers across the South.

Accompanying the launch of B-select Autocare24, Bridgestone's Tyre Safety 2019 gives customers many promotions for two days 5th-6th October such as buying 3 tyres get 1 free, get 1 premium Motul 4-liter oil tank, get 1 versatile rescue hammer, 50% discount on tyre service. Specifically, at this newly launched B-select, drivers in the Mekong Delta were consulted by a team of skilled and dedicated professionals in checking tyres condition, viscosity, vehicle faults,... with international standards car care. The atmosphere at the event was even more exciting when car enthusiasts experienced the "Safety Corner" with pleasure.



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Representative of B-select Autocare24 in Can Tho, Ms. Dang Ngoc Linh affirmed in excitement: “We always prioritize the safety and satisfaction criteria of the drivers while providing tyre and specialized vehicle care service. Therefore, the "Tyre Safety2019" program was implemented on the opening of B-select Autocare24 with many interesting, useful activities and attracted the attention of a large number of locals. In the future, we will strive to bring joy, satisfaction and safety to drivers who always trust the reputation and experience of B-select Autocare24 team as well as the Japanese tyre brand Bridgestone”.



B-select Autocare24 in Can Tho is ready to create new opportunities for customers to experience tire and car care services according to international standards.

As Bridgestone's Premium Passenger Car Tyres Care Service Center, B-select Autocare24 in Can Tho is ready to create opportunities for customers to experience tyre and car care services of international standards, at the same time enjoying a completely new space adhering to strict quality standards from Bridgestone such as: modern equipment, clean service area, comfortable lounge and

dedicated sales and technical team.

Act for the community on the Tyre Safety 2019 program

Along with the newly opened B-selects, Bridgestone's Tyre Safety 2019 journey with the message "Safety package for safety journey" has now passed 6 stops and reaped success from meaningful activities. This journey brings both attractive promotions for car lovers nationwide and facilitates them to improve safety knowledge and comprehensive car care, thereby contributing to ensuring safety on the road for drivers as well as people involved in traffic. In addition, at every stop of the Tyre Safety, Bridgestone also spreads good values in the community thanks to the use of funds from the opening event series to donate helmets for local primary school students.



Bridgestone also spreads good values in the community through helmet donation for primary student

This committed journey and the key performance indicator of B-selects once again show Bridgestone's enthusiasm not only to business performance but also to practical corporate social responsibility programs, bringing positive values to the community in 3 areas: Mobility, Environment and People.

About Bridgestone:

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.

Bridgestone Vietnam, which belongs to Bridgestone Corporation, officially entered Vietnam market since 2010. It is supplying tyre products across the country with philosophy "Serving Society with Superior Quality."

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