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## THANH HOA – THE NEXT STOP IN THE ‘SAFETY CIRCLE’ CAMPAIGN

**Thanh Hoa City (20th September 2019)** – The “Safety Circle” campaign in 2019 is expanding to key provinces in the North. Recently, on 13th September 2019, Bridgestone Vietnam has brought this campaign to 685 Ba Trieu Street, Thanh Hoa City, officially opening Bridgestone’s Premium Passenger Car Tires Care Service Center (B-select) Quang Vinh – a direct upgrade from B-shop Quang Vinh. With international standards for car care services and high-quality tire products, B-select Quang Vinh is a promising point for Bridgestone Vietnam to disseminate safety to all drivers across the country.

### “Safety Circle” arrives in Thanh Hoa with B-select Quang Vinh

With years of experience in the tire industry, at the same time being the authorized agent of Bridgestone in the past few years, Quang Vinh always provides modern equipment, genuine tire products and tire care service of international standards. Through relentless endeavor, Quang Vinh has officially been upgraded as Bridgestone’s Premium Passenger Car Tires Care Service Center (B-select).



With strategic geographic location and large population, Thanh Hoa province has become an attractive hub for both domestic and foreign investment. Accompanying the economic development is the increase in the number of individual cars, most notably in the center of Thanh Hoa city. The demand for safety, maintenance and repair of cars has now become more urgent than ever in this region, especially in the upcoming rainy season. With this situation in mind, Bridgestone Vietnam – the leading corporation in the tire industry has selected Quang Vinh to be its authorized agent to secure safety for every vehicles. On 13th of September 2019, Bridgestone officially welcomes Quang Vinh to the family channel: B-select.

Mr. Nguyen Dang Hieu – representative of B-select Quang Vinh shares: “We established this B-shop few years ago. We take pride in our experience in providing high quality car care service. I hope B-select Quang Vinh will become more popular and reliable in the future. With modern equipment, international standards service from Bridgestone, as well as a dedicated team of employees, B-select Quang Vinh is pleased to consult and assist drivers in choosing the right tire for the safety of every trip.”



### **B-select and the meaningful “Safety Circle” journey**

In the last couple of years, Bridgestone has implemented many campaigns to serve the community here with benefits in 3 pillars: Mobility, People and Environment. With the past activities, Bridgestone wishes to express careness to people and the community, especially the drivers.

Together with every newly opened B-select, the "Safety Circle" is one of Bridgestone's humane campaigns for customers. Not only does it provide safety on every kilometer with practical incentives, the campaign also carries the idea of securing safety for children when using the full amount of tickets sale for purchasing helmets as gifts for elementary school pupils in the local area where the program passes by.





Starting from 2016, the campaign has visited many locations and provided a lot of promotion for full-package tire maintenance for drivers across Vietnam. In addition to basic and premium tire services such as electronic error scanning, tire inspection, wheel alignment, participating vehicles will be checked directly on the condition of current lubricant from partner Motul - the top brand for car lubricant. Car owners are also advised on necessary skills and best practices such as safe driving knowledge, spare wheel replacement, driving in flooded roads, etc.



Inheriting the strict quality standards from Bridgestone worldwide, the establishment and upgrade of agents to B-select over the past 7 years has affirmed Bridgestone's long-term vision for the Vietnam market. B-select and the Safety Circle campaign have been and will be a reliable friend to all drivers across the country.

**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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