

For Immediate Release
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BRIDGESTONE RETAINS TOP SPOT IN GLOBAL TYRE RANKING FOR 11 STRAIGHT YEARS

Ho Chi Minh City (September 26, 2019) - Last August, *Tire Business Magazine* published the 2019 *Global Tire Report* ranking, based on 2018 results with the leading position belonging to Bridgestone. This marked the 11th consecutive year that the Japanese tyre maker has dominated this ranking. The prestigious and respected ranking has been compiled annually by *Tire Business Magazine* since 1986. Such esteemed title is the result of Bridgestone Corporation's continuous efforts to improve product quality and meet consumer needs.

According to the 2019 *Global Tire Report* ranking, based on 2018 results, Bridgestone Corporation's global tyre sales revenue is estimated at nearly 25 billion US dollars. To ensure equitable evaluation and ranking, the only criterion that *Tire Business Magazine* rates tyre makers on is the revenue from the sales of tyres they have manufactured, excluding third-party sales of steel cord, synthetic rubber or carbon black, as well as estimates for non-tyre items such as auto-service-related revenue at company-owned retail stores.

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		2018		2017		2016		2015	
2018 Rank	2017 Rank	Tire sales	% of total corp. sales	Tire sales	% of total corp. sales	Tire sales	% of total corp. sales	Tire sales	% of total corp. sales
1	1	*24,982.0	*75.0%	*24,350.0	*75.0%	22,121.0	*75.0%	*24,045.0	*75.0%
2	2	19,275.0	58.0%	19,080.0	58.0%	21,288.0	68.0%	19,180.0	58.0%
3	3	14,880.0	45.0%	14,380.0	44.0%	13,880.0	43.0%	14,080.0	43.0%
4	4	11,120.0	33.0%	11,080.0	33.0%	10,180.0	31.0%	10,180.0	31.0%
5	5	8,080.0	24.0%	8,180.0	25.0%	8,080.0	24.0%	8,080.0	24.0%
6	6	6,120.0	18.0%	6,080.0	18.0%	6,080.0	18.0%	6,080.0	18.0%
7	7	5,080.0	15.0%	5,080.0	15.0%	5,080.0	15.0%	5,080.0	15.0%

The 2019 Global Tire Report ranking was published by the prestigious *Tire Business Magazine* in early September with Bridgestone Corporation at top spot.

Sharing the celebratory results of Bridgestone Corporation, Mr. Sadaharu Kato, CEO of Bridgestone Vietnam said: "We are very pleased and honored to be a part of the Bridgestone Corporation's legacy in holding the title of world's largest tyre maker for 11 consecutive years. At Bridgestone, we always

focus on respecting consumer feedback to continually improve and upgrade existing product lines, contributing superior quality service to society. I believe that with the values Bridgestone is pursuing, we will continue to offer more high-end products, providing smooth driving experience and safety for consumers on every journey”.

Regarding technological innovation and product quality improvement, in 2019, Bridgestone Vietnam will continue to promote the development of two strategic product lines Turanza T005A - for Sedans and Alenza AL01 - for luxury CUV and SUV. With outstanding technical innovations such as the specially designed Multi-Round Block, which enhances the ability to disperse noise, as well as the High-Angle Sipes, which softens the tyre impact on the road and reduce body booming noise affecting the cabin, Turanza T005A and Alenza AL01 help optimize the ability to operate on both dry and slippery roads, providing a smooth, quiet, comfortable and safe driving experience. Additionally, since May 2019, Bridgestone Vietnam has brought the "Tyre Safety 2019" campaign back to provinces across the country. This is an event organized by Bridgestone to provide the best products and services for tires and spare parts such as tyre balancing, wheel alignment, oil and battery replacement with the aid of high-end equipment, and to create a habit of periodic tyre check - often overlooked by Vietnamese drivers.



The "Tyre Safety" journey organized since 2016 at nationwide B-select stores has brought peace of mind and absolute safety on all roads to thousands of car owners.

Beyond bringing quality products and services, Bridgestone Vietnam always considers human development to be a community and social responsibility and a continuous journey for the brand. Bridgestone Vietnam expands the "Safety Circle" in the community by giving of helmets to elementary school students, organizing the "Safety Corner" for customers at B-select launch event or participating in tyre safety courses, co-organized by the National Traffic Safety Committee and the New Car Assessment Program for Southeast Asian Countries (ASEAN NCAP). Particularly, in 2019, with the desire to join hands to build a development platform for children in the first years of life, Bridgestone promoted knowledge sharing about waste separation at source by gifting sorting bins to primary schools, building playgrounds from recycled tires for children in upland areas. At the same time, Bridgestone Vietnam also provided donations of up to 10,000 US dollars for the Integrated Early

Childhood Development (IECD) project.

In the following years, Bridgestone Corporation and Bridgestone Vietnam will continue to pursue and fulfill the pledge of "Serving Society with Superior Quality", and keep implementing product, service development and community activities with more programs and campaigns of diversified scale and format.

Source: <https://www.tirebusiness.com/news/bridgestone-retains-top-spot-global-tire-ranking>

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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