

For Immediate Release

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BRIDGESTONE VIETNAM ANNOUNCED AS TITLE SPONSOR OF OTO.COM.VN FAIR

Ho Chi Minh city (27th July 2019) – Bridgestone Tires Sales Vietnam LLC (Bridgestone) has participated in Oto.com.vn Fair as the title sponsor of the event to offer the optimal driving experience to Ho Chi Minh's car enthusiasts. Accordingly, Bridgestone will create opportunities for customers to directly experience the smooth and quiet journey with Turanza T005A for Sedans, and Alenza AL01 for premium CUV/SUV. The activity marks an important step in showing Bridgestone's efforts to constantly optimize the customers' driving experience with the comfort and safety of every journey. The event will take place on 27th – 28th July 2019 at Quan Khu 7 Stadium, Tan Binh District, Ho Chi Minh city, which is expected to attract more than 4,000 visitors and 2,500 people joining in the driving experience session.

Experience to find the safest and smoothest tires

Vietnamese automotive market is gaining remarkable growth, as of June 2019, the purchasing capability of the market has increased by 20% compared to 2018¹, proving that Vietnamese customers need experiencing more to choose the suitable vehicles. However, many drivers only care about the overall performance of vehicles, which leads to little consideration in tires selection, one of the most important factors for a safe and smooth journey.

As the title sponsor of Oto.com.vn Fair, Bridgestone is not only expanding the opportunity for Southern customers to experience many vehicles but also consulting on tires. At Bridgestone's booth, customers can understand more about Bridgestone's key products or join in interactive games; register to experience Turanza T005A and Alenza AL01, which delivers excellent performance in both dry and wet conditions.



Turanza T005A and Alenza AL01 are safe and suitable tires for a tropical country like Vietnam

Bridgestone builds on high-quality products and services for the safety of the customer

In 2019, Bridgestone comprehensively promotes its business, products and services to optimize the safe, smooth and comfortable driving experiences of customers. Turanza T005A and Alenza AL01 continue to be the key products with technical improvements in design and outstanding features of smoothness and safety. Besides, in the customer services, Bridgestone has officially launched the campaign “Tyre Safety 2019” from the beginning of May 2019 and upgraded B-shop to the premium Passenger Tires Care Service Center – B-select with investment in modern equipment, professional services and many other utilities for customers.





*Tire exhibition area at Oto.com.vn Fair is designed based on the decoration of B-select
Bridgestone's Premium Passenger Tyres Care Service Center*

About Bridgestone:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires 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 the Vietnam market since 2010. It is supplying tire products across the country with philosophy "Serving Society with Superior Quality."

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