

For Immediate Release
Contact: Branding & CSR Division
(+84) 901 880 813 – bridgestone.vietnam@bridgestone.com

“SAFETY COMBO FOR SAFETY JOURNEY” WITH B-SELECT THANH LONG

Ho Chi Minh City (27th May, 2019) - In order to provide Vietnamese drivers with safety on all roads, from 24th to 26th May 2019, Bridgestone kickstarted the “Tyre Safety” 2019 campaign under the theme “Safety combo for safety journey” on the grand opening occasion of B-select Thanh Long, Bridgestone’s Premium Passenger Tyres Care Service Center at Ho Chi Minh City. With an experience of more than 40 years caring for car tyres and equipped with modern equipment, high-quality products, B-select Thanh Long will be a promising and reliable car tyre caring point for customers before every journey in the upcoming time.

B-select Thanh Long – A top-level premium and comprehensive car tyre caring point

Cooperating with Bridgestone since 2016 with the B-shop model, up to now, Thanh Long has officially become B-select, Bridgestone’s Premium Passenger Tyres Care Service Center. B-select Thanh Long provides a variety of services from car care, tyre changing, batteries, oil testing... Located at an extremely favorable position - right at the gateway of the city center and on the Pham Van Dong main road, B-select Thanh Long is a prestigious destination to help car owners in Suburban areas such as Thu Duc, District 9, District 12, and customers from neighboring provinces such as Binh Duong and Dong Nai, providing them with an opportunity to receive proper care for car tyre with high quality standard, saving their time and their cost with a suitable charging fee.



Thanh Long has officially become B-select, Bridgestone’s Premium Passenger Tyres Care Service Center

Previously at the event, B-select Thanh Long's specialists and experienced technicians have helped car owners to check and change their cars' tyres, as well as giving them suitable advice about tyres. Furthermore, in order to ensure that the customers can actively protect their own safety on any journeys, the specialists have enthusiastically consulted them about every cut, crack, tread thickness and tyre pressure, as well as knowledge for safe traffic. With the sponsorship and cooperation of the oil brand "Motul", aside from receiving a high-class multi-purpose hammer as a gift from Bridgestone, the participated customers also received a high-quality Motul 4L oil tank to ensure a smooth journey.

Mr. Thanh Long, the representative of the newly opened B-select, emotionally shared: *"It is really proud to become the first stop in the Tyre Safety 2019 journey of Bridgestone. With the spirit of always respecting and prioritizing the safeness for our Vietnamese drivers, we hope that B-select Thanh Long will always be a reliable destination for every customer, so that any "rolling" of yours is really safe and secure!"*

Bridgestone and B-select – A mission to serve “Excellence” from Bridgestone

Ever since joining the Vietnam market, Bridgestone's operation philosophy has always been prioritizing social responsibility above everything, developing in the direction of bringing the most positive and practical values to the community through three areas: Mobility - People - Environment. B-select is one of Bridgestone's missions that brand has been performing well to take care of the car community in specific and the whole society in general. At B-select, the safety of everyone including the car owners, their relatives, or any people involved in traffic must really be assured whether it is on any roads in life.



Bridgestone's operation philosophy has always been prioritizing social responsibility above everything, developing in the direction of bringing the most positive and practical values to the community

The "Tyre Safety" journey from Bridgestone is a comprehensive car care program for passenger car owners that have been regularly implemented since 2016 through the B-select launching event. In addition to helping the owners to access to the international quality service guaranteed and organized by Bridgestone, the highlight of the journey is the direct interaction between the company's professional technicians when consulting the car owners with useful knowledge to be able to identify and handle common problems, and choose for themselves a suitable a line of tyres, proper care and maintenance. At the same time, through this journey, Bridgestone will join hand with the B-select centers to donate 100% of the event ticket amount to carry out meaningful social activities this year, which is to donate helmets for local primary school students, ensuring the safe movement of all individuals in the community.

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."

- End -