

For Immediate Release
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No. 0014, August 28th, 2019

Enjoying the festival season, Bridgestone jubilantly introduces the promotion “choosing good tires, getting instant gifts”

Ho Chi Minh city, 28th August 2019 – With the jubilant atmosphere surrounded when welcoming a season of year-end festivals, Bridgestone Tires Sale Vietnam Ltd, Co. introduces their new promotion “Choosing good tires, receiving instant gifts” with a lot of attractive deals as a grateful respond to the love and belief from the customers, who chose Bridgestone’s products and supported related activities. Therefore, from 1st to 30th of September 2019, when purchasing 02 Alenza AL01 or Turanza T005A tires, customers will receive a gift combo of 01 car care product set from 3M; when purchasing 02 Ecopia tires, customers will receive a premium bottle from Lock & Lock. Together with these attractive deals, the top quality which comes from Bridgestone’s tires such as Alenza AL01, Turanza T005A and Ecopia is promising to become an essential part of a smooth, comfortable and safe journeys for Vietnamese families in the seasons of end-of-year festival.

Smooth tires for comfortable journeys

As a striving brand to “Serving Society With Superior Quality”, Bridgestone has been constantly improving the quality of its products. Every single detail of the tires such as rubber material, tread pattern design... are optimized to ensure smoothness and quietness when driving, and providing a more comfortable, safer driving experience for users.

By understanding that an ideal tire should not only be durable on all terrain but also need to be able to absorb shock, enhancing the user's driving experience to be truly smooth, comfortable and quiet, Bridgestone has researched and launched the product lines Alenza AL01, Turanza T005A and Ecopia. In addition, these product lines are applied with many breakthrough improvements such as using Nano Pro-tech technology to improve the connection between silica and polymer particles, supporting in improving the contact area between the tire and the road surface as well as limiting heat generation, reducing fuel consumption .

And at the 2019-year-end festivals season, Bridgestone officially introduced a preferential program for consumers when choosing these 3 outstanding product lines. Specifically, from 1st to 30th of September, when purchasing 02 Alenza AL01 or Turanza T005A tires, customers will receive a gift combo of 01 car care product set from 3M; When purchasing 02 Ecopia tires, customers will receive 01 premium tumbler from Lock & Lock. Bridgestone believes that with the top quality of 3 product

lines of Alenza AL01, Turanza T005A and Ecopia, along with valuable and useful gifts from 3M and Lock & Lock, every fun and travel journey of customers at the end-of-year will be full of excitement, comfort and safety.

For more information about the promotion, please visit: <https://bit.ly/2Nx1QJi>

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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