

For Immediate Release  
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## **Bridgestone Continues Its Safety Journey With The Grand Opening Of B-Select Bich Thu At Hanoi**

**Ho Chi Minh (28/6/2019)** - On June 28<sup>th</sup>, 2019, Bridgestone Tires Sales Vietnam LLC has proudly welcomed a new member to family channel: B-select Bich Thu was officially opened at 86 Vanh Dai 3 Street, Yen So Ward, Hoang Mai District, Hanoi. After many years of collaboration with Bridgestone in continuously striving to improve service quality, Bich Thu has officially become B-select - Bridgestone's Premium Passenger Tyres Care Service Center, promises to provides authentic tyres from Bridgestone and qualified services with international standards.

### **High demands in parallel with the urging requirement of good service quality**

In recent years, in parallel with the significant rise of the automobile market, the demand for car and tyre services is growing. More than ever, customers want to experience the best technologies, want to be served by the top qualified employees with an utmost professional service attitude. This requires traditional dealers to constantly improve the quality of their services to keep up with the current trend. This is an essential and inevitable development of the tyre market.



Bich Thu is officially upgraded to B-select, providing authentic Bridgestone tyres with international-standard services.

With more than 20 years of experience in the tyre industry, Mr. Tran Hoang Hiep, the representative

from Bich Thu, said: “With the solid experience in tyre distribution, inherited from parent company Lam Long, we want to focus more on the development of the service sector, in order to comprehensively take care of customers' demand in tyre usage. We have partnered with Bridgestone since its earliest days in Vietnam, and have had the opportunity to experience this Japanese brand trustworthy and outstanding standards”. When bringing their cars to B-select Bich Thu, customers will have their tyres be inspected by professional technicians, and advanced tyre maintenance services will be applied such as Nitrogen inflation, wheel balancing, nail hole repairing, wheel alignment with the aid of high-end equipments. B-select Bich Thu has been, and will be the expected stop of car owners in Hanoi before starting any new journeys.



Customers are excitedly to participating in the "Safety Corner" at the event

It is inevitable to mention Bridgestone Vietnam - the companion who has given best support for the success of Bich Thu in many years. B-select Bich Thu is a result of a cooperation between a major tyre manufacturing brand and an experienced dealer, in order to create a new car care location for Vietnamese people. With a strong investment in modern machinery systems, B-select Bich Thu is considered as a strong and positive step, in accordance to Bridgestone's business development plan in tyre distribution and its premium maintenance service in Vietnam.

### **Bridgestone's ambition in widening the “safety circle” and the meaningful journey series**

Bridgestone's B-select stores are a perfect combination of experts with in-depth experience in premium tyres and a model that deeply understands the needs of local customers. Different from traditional tyre care model, Bridgestone's B-selects offer an international standard experience. In

particular, along with each newly opened B-select store, Bridgestone Vietnam always brings the ambition of bringing and spreading safety to everyone through the series of "Tyre Safety". This event is not only bringing essential deals for car enthusiasts, but also giving an opportunity for them to enhancing knowledge about safety as well as providing comprehensive equipment and caring services from inside out, ensuring all things on the road will always be smooth, and all ways home are safe.



Joining the event, customers will have their tyres checked by experienced technicians with modern machines

The "Tyre Safety" 2019 campaign of Bridgestone has travelled through the first two stops at two major locations: Ho Chi Minh City and Hanoi Capital. In the near future, the journey to expand this safety circle will continue to be held in other provinces throughout the year, in coordination with the famous oil brand – Motul, in order to carry out inspecting and caring for cars, which aims to improve the driving experience and provide the utmost safety for more car owners and families nationwide.

**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."*