

For Immediate Release
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BRIDGESTONE AND ITS JOURNEY TO WIDESPREAD THE “TYRE SAFETY” MESSAGE

Ho Chi Minh City, 30th October 2019 - Bridgestone Vietnam has just completed the expansion of new 06 B-selects stretching from North to South and successfully organized the "Tyre Safety" 2019 program. The journey has been on-going for the past year, exceeding 3,800km to expand the safety circle to more than 500 car owners nationwide. Bridgestone also succeeded in spreading great values in the community by through the funds collected from the event series that donated more than 500 helmets to local primary school pupils, ensuring and improving safety for the community in terms of traffics. The "Tyre Safety" 2019 journey is not only a car and tyre care program, but also a testament to Bridgestone Vietnam's tenacious spirit in "Serving society with excellent quality".

“Maximum care, safe driving” to more than 500 drivers across Vietnam

"Tyre Safety" is a comprehensive car care program for traveling car owners, hosted annually by Bridgestone since 2016. At the event, car owners will be supported and consulted in examining their vehicles for common faults relating to tyre and viscosity, on how to choose a suitable tyre product line and they also receive gifts to improve traffic safety. Moreover, along with Bridgestone in "Tyre Safety", is its Motul lubricant partner. This collaboration help diversify the service and provide the optimal experience for attendees.



"Tyre Safety" 2019 with the theme "Safety package for safety journey" of Bridgestone kickstarted in May 2019 with the hope of bringing complete safety to customers and provide maximum care for their journey moving forward. On average, there is a B-select launching event each month. The journey began with drivers in Ho Chi Minh, moving over thousands of kilometres to the car owners in Hanoi - Thanh Hoa - Bac Giang - Bac Ninh and back to the car lovers in Can Tho. During 05 months of tireless operation, "Tyre Safety" has passed more than 3,800 km taking care of more than 500 customers' tyres in 06 provinces. This is an admirable effort of a cohesive team from brands, agents, partners and customers who always believe in the quality of Bridgestone. All creates motivation for Bridgestone Vietnam to carry out the mission of "Serving society with superior quality."

Not stopping there, each year, Bridgestone's "Tyre Safety" journey also brings many values to the community, spreading joy to children around the country. In 2019, Bridgestone has used all the funding from the opening event series to produce more than 500 qualified helmets and give them to more than 500 local students, boosting the key message of safety and humanity values of the whole journey.

Bridgestone and the mission to keep every customer safe and well-protected.

More and more drivers are showing interest and willingness to experience the premium services at B-select centres across the nation. Since then, Bridgestone Vietnam has constantly recorded feedback to improve and develop better.



Mr. Le Nghia – a customer who registered to attend the “Tyre Safety” 2019 happily shared: “In the past, I used to neglect or pay little attention to tyres or motor oil...I just wait until the maintenance period as recommended. After attending this program, I became more aware of regular car inspection, especially tyres. With the support of knowledge and services from Bridgestone and B-select, I feel much more secure. It's a great thing that from now my family's safety will be guaranteed on every journey!”



Safety is one of Bridgestone's core values. On the upcoming path, Bridgestone Vietnam will continuously develop activities and programs to serve the community, with the aim of carrying out the group's mission. Bridgestone Vietnam will always focus on the needs and interests of customers, always strive to understand and act for the safety of all customers on every journey.

General Director of Bridgestone Tires Sales Vietnam LLC, Mr. Sadaharu Kato claimed: “During the past 4 years, we have always tried to expand the "safety circle" of the program to many community groups. In the years to come, we will continue the journey to ensure each customer has the perfect car, the confidence behind the steering wheel and safety for their family on every trip. I also hope that through this meaningful event, car owners can actively create a good habit of regularly maintaining their cars to ensure safety not only for their family but also for the surrounding 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."

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