

For Immediate Release
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EXPERIENCE PREMIUM CAR CARE SERVICE WITH B-SELECT VINH ANH IN BAC GIANG

Ho Chi Minh city, 30th September 2019 - Bridgestone's Premium Passenger Tires Care Service Center (B-select) Vinh Anh has officially launched on 20th September at 582 Xuong Giang, Bac Giang city, Bac Giang province with comfortable lounge, modern equipment and high-class products. On this occasion, Bridgestone's "Tire Safety" 2019 program continued to be deployed to local customers who trusted the tire brand with the message "Maximum care - Safe driving". With established prestige and experience, B-select Vinh Anh - a new member of Bridgestone family - promises to become an ideal stop for drivers who love professional and premium car care service.

Attractive offers and excellent service quality at B-select Vinh Anh

Participating in Bridgestone's Tire Safety program 2019 in 3 days (September 20-22, 2019) on the opening of B-select Vinh Anh in Bac Giang province, technicians and car specialists have supported car owners in checking, consulting and replacing tires with international-standard car care service. Simultaneously, car owners can experience Safety Knowledge Corner at the event. Moreover, Bridgestone offers customers many attractive incentives such as buying 3 tires get 1 tire free, get 1 premium 4-liter Motul oil, 1 versatile rescue hammer and 50% discount on tire service. Favorable location, comfortable lounge area and high-quality service of B-select Vinh Anh have received a lot of positive reviews from the owners who participated in this program.



Sharing thoughts on the success of the opening ceremony, Mr. Pham Viet Hoang, the representative

of B-select Vinh Anh revealed: “We are truly proud to be selected as one of the stops on the Tire Safety 2019 program of Bridgestone Vietnam. Safety and excellent car care services are the top priority of B-select Vinh Anh. Our team of experts is always ready to serve whenever the driver needs tire care and maintenance service.”

With a commitment to professional and dedicated service, B-select Vinh Anh will be the next member in Bridgestone family to provide comprehensive and modern care for tires and vehicles, thereby helping drivers always stay safe and secure on the road ahead.

The “Tire Safety” journey and positive values towards the community

Accompanying the launch of the new B-select Premium Passenger Tires Care Service Center (B-select), Bridgestone's Tire Safety 2019 program has now passed by 4 cities and provinces. This is a comprehensive car care program for travel car owners that has been conducted regularly since 2016, enabling drivers to experience the quality of international-standard service guaranteed by Bridgestone. Not only that, through direct discussions with a team of experts from Bridgestone and Motul partner - premium lubricant brand at B-select, car owners have the opportunity to accumulate useful knowledge, thereby handling common problems promptly and choosing the most appropriate tire and car care.



On the meaningful “Tyre Safety” journey, Bridgestone also carried out practical social activities utilizing the revenue from the opening event series: giving 100 helmets to local primary school students, contributing to ensuring traffic safety in the community.

This program will continue to arrive in other stops, giving drivers across the country high quality car care service and spreading awareness about safety in traffic as well as vehicle maintenance.

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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