

For Immediate Release
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“TYRE SAFETY” IN THE BUSY YEAR-END SEASON WITH B-SELECT BAC NINH

Ho Chi Minh City, 5th October 2019 - Bac Ninh is Bridgestone’s next destination in Vietnam in the expansion of the premium passenger tyres care service centers. With the key message “Maximum Care - Safe Driving”, on the 28th and 29th September 2019, Bridgestone continued to implement the Safety Circle 2019 on the opening of B-select Bac Ninh at Kinh Duong Vuong Street, Ho Town, Thuan Thanh, Bac Ninh. This is the latest Premium Passenger Tyres Care Service Center, and the first B-select at Bac Ninh Province.

Outstanding point for B-select Bac Ninh - the latest B-select from Bridgestone Vietnam.

B-select Bac Ninh is located on Kinh Duong Vuong street - one of the most crowded business areas in Kinh Bac and is also the place leading to the cultural and political center of Bac Ninh province. With a prime location located at the gateway adjacent to Hanoi, Hai Duong, arterial roads with a high density of traffic and a noticeable demand for car care, the opening of B-select Bac Ninh is a ambitious movement of becoming a reliable stop for customers.



To become a Premium Passenger Tyres Care Service Center, B-select Bac Ninh must meet the strict quality standards set by Bridgestone such as hygienic service area, most modern machines and

equipments, professional sales and technical staffs... Especially, the unique & comfort lounge area is an unforgettable highlight for many customers attending the opening event of B-select Bac Ninh.



On the occasion of B-select Bac Ninh joining the Bridgestone Vietnam family, the representative of the Service Center, Mr. Pham Van Tuan shared: “The car and tyre care program with promotion is an appreciation that we would like to bring to the customers who trust the reputation and seasoned experience of B-select Bac Ninh as well as the Bridgestone brand. We hope that any customers who choose our products and services to take care and maintain their cars will be satisfied”

During the two-day stop at B-select, Bridgestone's "Safety Circle 2019" journey offers a wide range of attractive promotion including: buy 3 tyres get 1 tyre free (only for Turanza T005A and Alenza AL01), 50% discount on tyre service, get a versatile rescue hammer, get a 4-liter Motul lubricant and many other attractive offers. In addition, in a comfortable space with full of modern equipment and premium products of B-select Bac Ninh, customers attending the opening event enjoyed free consultation by experienced technicians on tyre care, lubricant checking as well as usual car technical issues with a professional and dedicated attitude, reassuring even the most demanding drivers.

Following the “Safety Circle 2019”

In parallel with multiple opening events of the new B-selects, Bridgestone's "Safety Circle 2019" journey with the support of partner Motul was launched with the desire to spread the awareness of safety when participating in car driving, accumulate more useful knowledge about driving and maintaining vehicles. Not only that, the journey wants to highlight the importance of humane values for the community and society. From ticket sales to the event, Bridgestone will use all the money to produce and give 80 helmets to local primary school students to help improve safety and awareness in participating in traffic for the community.



Always making the safety of the driver and the people in traffic with them a top priority, Bridgestone and the "Safety Circle 2019" wish to further expand the "comfort zone" of the program to many different groups in the community. This journey will be followed by many interesting and meaningful activities at the B-select, so that Vietnamese drivers will not only enjoy practical car maintenance and care packages but also a care-free mind and firm steering wheel when driving on every road.

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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