

BRIDGESTONE BRINGS BACK THE “TYRE SAFETY” JOURNEY TO 2019 WITH THE MESSAGE “SAFETY COMBO FOR SAFETY JOURNEY”

Ho Chi Minh City (May 24th, 2019) – Bridgestone Tires Sales Vietnam LLC (Bridgestone Vietnam) today announced that it has launched the “Tyre Safety 2019” campaign. Under the theme of “Safety Combo For Safety Journey”, the campaign will focus end-users’ safe drive by providing appropriate tyre & car care, safe drive training.

The “Tyre Safety 2019” journey will reach 6 locations, including Hanoi, Ho Chi Minh, Bac Ninh, Bac Giang, Thanh Hoa, and An Giang. The journey will also visit Bridgestone Vietnam’s new B-select, which are expected to be a good opportunity for customers to experience the outstanding quality of B-Select. In addition, Bridgestone will give 100 helmets for primary students in the local area, with the purpose to contribute in ensuring and improving safeness for the community when in traffic.

Regular cars & tyres care: the key to a safe journey

Safety is the first priority in every journey, and, drivers are recommended to make sure that their cars are in the best condition and well-prepared before the start of journey.

However, it has not yet become a habit for many Vietnamese drivers. Knowing this insight, from 2013, Bridgestone has been organizing the “Tyre Safety” campaign with many practical activities, with the purpose to change to the perception of our customers and encourage them to proactively maintain their tyres and cars. Year after year, the “Tyre Safety” journey has reached many locations with providing various practical concessionaries that allow Vietnamese cars owner to approach the caring service with international standard, guaranteed and organized by Bridgestone.

Coming to every "Tyre Safety" event of Bridgestone, customers will experience excellent services from well-trained employees with modern equipment at B-select - Bridgestone's premium Passenger Tyres Care Service Centers. When participating in the grand opening event at B-select Thanh Long - our first destination in this year's journey, customers will have a chance to receive attractive incentives such as:

- Buy 3 tyres, get 1 free (only applies for Turanza T005A and Alenza AL01) (terms & conditions applied)
- Free consultation, tyre, oil and vehicle error inspection with an international standard caring service
- Receive 1 premium Motul oil for free
- Receive a 50% discount for tyre service
- Receive premium multipurpose, emergency hammer from Bridgestone
- Experience the Safety Knowledge Session right at the event

"Tyre Safety" 2019 widespread the safeness optimization to drivers and community

Mr. Sadaharu Kato, General Director of Bridgestone Vietnam said: "At Bridgestone, we always put the safety of everyone to our top priority. This is the reason we aim to further expand the "safety circle" of our campaign to many stakeholders in the community so that we can take another step forward to realize Bridgestone Group's global CSR commitment 'Our Way to Serve', with contributing to 'Safe transportation' which is one of the key priority areas."

In addition, accompanying with Bridgestone in the "Tyre Safety" campaign this year, with the message "Safety Combo For Safety Journey," is Motul. This is the second consecutive year that Motul – a well-known oil brand from France, has collaborated with Bridgestone for the campaign. In Vietnam, Motul has become a favorite brand and has always been the top choice of the drivers. This collaboration acts as an affirmation that the "Tyre Safety" journey will ensure the absolute safety for Vietnamese drivers on all roads.

The first "Tyre Safety" event in 2019 will be from May, 24th to 26th, 2019 during B-select Thanh Long grand opening event, at 3/1 Street 17, Hiep Binh Chanh Ward, Thu Duc District, Ho Chi Minh City.

To participate in the event, please visit the hotline: 0788 84 55 85 for further details.

About Bridgestone:

Bridgestone Vietnam belongs to Bridgestone Corporation Japan, 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.

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