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PRESS RELEASE

BRIDGESTONE TO COOPERATE WITH MITSUBISHI TO OFFER DRIVERS A COMPLETE CAR – TIRE EXPERIENCE

Ho Chi Minh City, January 18th, 2019 - Bridgestone Tires Sales Vietnam LLC is the sponsor providing tires for Triton 2019 Launching event organized by Mitsubishi Motors Vietnam at Ben Nha Rong, Khanh Hoi, Ho Chi Minh City from Jan 18th to Jan 20th, 2019. This is a chance for drivers to first-hand experience the Comprehensive synergy of Mitsubishi cars and Bridgestone tires, as well as admiring impressive car drift performance by renowned female sports car racer – Leona Chin.

Breakthrough the limits with enduring Bridgestone Dueler and powerful Mitsubishi



Mr. Chris Yang – General Director of Bridgestone Vietnam joined in Triton 2019 Launching event

To conquer the challenge of terrain and weather on their roads, drivers need a car with strong performance, harmoniously supported by long-lasting, quiet, and smooth tires. In order to

About Bridgestone Corporation

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offer customers the opportunity to first-hand experience the effective coordination between vehicles and tires, Bridgestone Vietnam participated as tire sponsor for the Triton 2019 Launching event organized by Mitsubishi Motors Vietnam from Jan 18th to Jan 20th, 2019 at Ben Nha Rong, Khanh Hoi, Ho Chi Minh City.

This is the second time Bridgestone Vietnam has accompanied Mitsubishi Motors Vietnam after "Mitsubishi eXperience Day". In the 2018 event in Hanoi, the "car drift queen" Leona Chin performed extraordinary techniques such as J-Turn, Zig Zag, etc. using Bridgestone Dueler tires with Mitsubishi Triton. Leona's perfect performance proved the top quality and durability of Bridgestone tires. The guests also experienced many types of Mitsubishi cars like Mirage, Triton, Outlander, Pajero...



Leona Chin, "Drift queen", backed to Vietnam with amazing performance with Mitsubishi Triton equipped Bridgestone Dueler

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Those performances successfully proved the top quality and durability of Bridgestone's tires

In Triton 2019 Launching event, Mitsubishi Motors Vietnam officially introduced Mitsubishi Triton 2019 and continue to partner with Bridgestone Vietnam to offer the opportunity of in-depth and diverse experiences for participants with many unique challenges. With its high performance and impressive gripping capabilities, Bridgestone tires support drivers to conquer difficult road track such as Zigzag Road, Bumpy Slope and Z-shaped Slope. The ability to coordinate and support strongly of Bridgestone tires to Mitsubishi car models has been shown comprehensively through a series of irregular and disproportionate terrain challenges.

Bridgestone – Guaranteeing excellent quality for every tire product

Along with the opportunity to experience the enduring Dueler tires on Mitsubishi cars in interesting challenges, participants can also learn more about Bridgestone's key products in the display area, such as Alenza for luxury CUV and SUV or Turanza T005A bringing the perfectly comfortable experience. These are the top tire models with high quality, demonstrating the philosophy of "Serving Society with Superior Quality" of Bridgestone Corporation.

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More information about Bridgestone's tires was introduced to guests in our booth

In addition, to fully meet the needs of customers, Bridgestone Vietnam will actively develop strategies with potential partners. In the next years, the cooperation between Bridgestone Vietnam and Mitsubishi Motors Vietnam will expand in both scale and term rather than the practice of "Mitsubishi eXperience Day 2018" or Triton 2019 Launching event.

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