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## **BRIDGESTONE VIETNAM PARTNERS WITH YUSEN LOGISTICS VIETNAM TO CONTINUE THE JOURNEY OF “DRIVE HOME SAFE WITH BRIDGESTONE”**

### **10,000 set of reflector stickers to Yusen trucks**

*Ho Chi Minh City, December 21, 2020 - Bridgestone Vietnam (Bridgestone) and Yusen Logistics (Vietnam) Company Limited has collaborated to continue the program “Drive Home Safe with Bridgestone” in 2020. To keep pursuing the purpose of building up a safe journey for Vietnamese over the past decade, the program aims to give out 10,000 sets of reflectors to Yusen Logistics (Vietnam)’s truck drivers, spreading the message of safety in every journey across the country.*

The journey of freights and people transportation is always full of pressures because of so many hidden dangers along the way. Have to leave their family for quite a long time to complete their responsibilities, to them, well-doing on job and safety to go home is their top priority.

It has begun from the very first desire of understanding and sharing the difficulties of drivers through every journey, “Drive Home Safe with Bridgestone” has been held annually since 2016, starting from the Mekong Delta, to the South and then to the North. In 2020, the program comes back and continues with direct visits, motivate drivers and equip the reflector “Go home safely” in front, sides, and rear of the truck. Reflectors are glued to each vehicle by Bridgestone and Yusen technicians themselves, allowing the truck to reflect the light, see more clearly at a long distance and in bad weather conditions such as thunderstorms and fog or lack of light... The reflector “Go home safely” is like a companion on every journey, helping drivers to recognize the distance between cars at night, especially on low-light roads, thereby reducing accidents and making the journey home safer.

“It has been 5 years since the “Drive Home Safe with Bridgestone” program was started. In fact, Bridgestone provide high quality safety tire such as M840, R150, R156, G560... However, behind the tire itself, we always want to protect the moment of coming home for drivers because the drivers’ job is very stressful and they contribute their work silently, it carries many dangers and constant nostalgia. Bridgestone deeply hopes to bring companionship as well as gratitude to Vietnamese drivers. In the future, we will continue to try to bring the most active activities, ensuring we can maximize safety not only for drivers but also for those joining in traffic.”- Mr. Sadaharu Kato -

General Director of Bridgestone Vietnam Tire Trading Co., Ltd. shared.

Accompanying the program “Drive Home Safe with Bridgestone”, represents for Yusen Logistics - Mr. Hidemichi Nakao – General Director of Yusen Logistics (Vietnam) said: “As one of the leading brands in the field of logistics in the world, Yusen Logistics is committed to becoming an “A good corporate citizen” and always acting according to the group's core values at all times. Yusen Logistics is very pleased to be with our strategic partner - Bridgestone in this program. This is a meaningful program and an opportunity for us to show concern for the community as well as the desire to accompany with not only the drivers but also the employees who are truck drivers in Yusen Logistics. Yusen Logistics (Vietnam) used 100% Bridgestone tires with trust to Bridgestone high quality and trusted safety. And now we have more activity to do together, not only business but also contribute to society.”

During a decade of companionship with Vietnam, being a leading tire manufacturer in the world, Bridgestone committed to bringing safety to every Vietnamese journey. Bridgestone 's humanistic and practical meaning is not only reflected through international quality tire products with safety standards, but also a guideline for many social responsibility activities such as providing traffic safety knowledge for the driver - “Tire Safety” - and elementary school students - “Bridgestone Squad – Complete safety for children”, as well as support solutions to help driver's journey stay as safe and secure with “Drive Home Safe with Bridgestone”. In the future, Bridgestone will continue to improve and provide optimal products and services, always uphold our commitment of 'Serving Society with Superior Quality' and accompany Vietnam to strongly keep thriving forward.

### **Bridgestone Information**

Bridgestone Corporation is the leading brand in global and also the leading tire brand in Vietnam which products are used in cars, trucks, buses, and many other vehicles. Bridgestone is a tire supplier for many famous brands in the world such as Toyota, Honda, BMW... Continuing the 89-year history of establishment and development of the group, 2020 marks the 10-year journey of Bridgestone accompanying Vietnam automobile tire market.

With the commitment of “Japanese Quality, Conquering the Global” in the next decade, Bridgestone will continue to invest and work closely with car manufacturers to improve quality, meet the value

and safety of customers through the best products and services. Bridgestone Vietnam Tire Manufacturing Company Limited in Hai Phong is Bridgestone's 50th factory worldwide. It is equipped with modern technology and machine, with professional tire production lines and the rigorously trained technicians in accordance with global standards to meet the increasing demands of customers.