

For Immediate Release
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BRIDGESTONE MARKS ITS CELEBRATED MILESTONE “THE DECADE WITH VIETNAM REACHES OUT”

Ho Chi Minh City, March 24th 2020 – Bridgestone Tires Sales Vietnam LLC (Bridgestone) has officially marked its decade milestone of bringing products with international standard quality to serve millions of Vietnamese customers, contribute to Vietnam in thriving forward. Throughout the decade, besides the element of safety has always been at the forefront, comfort and smoothness on every journey are also the main factors that have been elaborated by the brand, from engineering to raw materials and production procedures. These elements are emphasized once again through a photo series of “The decade with Vietnam reaches out” when combining with typical symbols in Vietnamese culture. Also on this occasion, many meaningful programs and interesting activities will take place in gratitude to customers who have always trusted and chosen Bridgestone - a brand with 89 years of development and recognized as a world-leading tyre company for 11 consecutive years.

11 consecutive years of holding the leading position in the Global Tyre Ranking, not only evidenced by the worldwide sales of 25 billion USD figure (higher than the growth rate of the whole industry (1.8%) in the same period); Bridgestone products are also the choice of many well-known car brands in Vietnam and worldwide. To achieve that success, every Bridgestone product is a combination of a concerted spirit of improvement in many aspects, from research, technology application, to the personal skill set of engineers in order to deliver the best products. Known for its persistence from the early beginning, Bridgestone tyres have been improved to optimize the smoothness, comfort and safety on all roads from dry to wet. The three elements of smoothly comfort, durability and safety are cleverly indulged by Bridgestone through the usage of typical symbols in Vietnamese culture to show the similarity in nature, as thank you note for the accompanied journey.



Soft as the silk, as persistent as reels of water, or as protective as the bamboo groves, always protecting Vietnamese people's safety, are the interesting and meaningful similarities that Bridgestone wishes to convey

through these symbols.

Not only being the prestigious brand associated with top quality products, but Bridgestone also cares much about the Vietnamese experience during their transporting journey. With 58 B-shop (Travel Tyre Service Center) and B-select (Premium Travel Tyre Service Center) across the country, Bridgestone is getting closer to customers to help solve their tyre problems with optimal costs and time savings method. On this occasion, the company will continue to open 2 B-select Premium stores in the first half of 2020 and carry on an expanding plan for the presence of tyre service centers nationwide. Besides, when coming to these centers, customers can also participate in many attractive promotions taking place throughout the year.



B-select and B-shop, chains of tyre service centers are widely available throughout the country, ensuring the “Tyre Safety” journey at all times and places for the drivers.

Bridgestone Vietnam is committed to performing “Serving Society with Superior Quality”, not only in business but also with community-oriented projects throughout the past 10 years. The three prioritized aspects of Bridgestone in this area are mobility, people and the environment. Many projects undertaken by Bridgestone have contributed significantly to improving the environment, raising awareness of traffic safety and community development such as the “Bridge to knowledge”, “Tyre Safety”, “No waste, no Pollution”, “Accompany with Vietnamese students”... From contributing to improving the environment and human's transportation need, Bridgestone fosters sustainable values. for the quality of life of Vietnamese people.



The CSR activities from Bridgestone Vietnam are aimed at developing and building awareness for the young generation, ready to accompany with the successive generation to keep on thriving Vietnam in the future.

With the efforts to innovate and contribute to the society in business activities and community service, from 2016 to 2019, Bridgestone Vietnam has been honored in the top “100 sustainable company” - a prestigious award organized by the Vietnam Business Council for Sustainable Development under the Vietnam Chamber of Commerce and Industry (VCCI). Previously, Bridgestone was recognized as the “2017 Best Improvement Supplier Award of Quality” by Toyota Vietnam.



Bridgestone is proud to have accompanied in the journey of thriving forward of the Vietnamese people.

On the occasion of the “the decade with Vietnam reaches out”, Mr. Sadaharu Kato, General Director of Bridgestone Vietnam said: “Bridgestone extremely appreciates and would like to thank for our customers' trust in many years. Dedication is always the guideline of our company for all activities, from business to the desire of creating the most useful items for the society and the community. Over the past ten years, we have been striving our best to bring out the best value to our customers, but we never stop at that point, because being “the best” is not our destination. For Bridgestone, “the best” is just the starting point to create something better. 10 years is an important milestone to look back, and it is also the start of a new journey of more hope and ambition. 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.”

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.”