

# Press Release



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## ENSURING SAFETY DURING THE PANDEMIC WITH “BRIDGESTONE’S SAFETY JOURNEY – FIGHTING AGAINST COVID-19”

**HO CHI MINH CITY** (September 17<sup>th</sup>, 2021) – Bridgestone Vietnam is joining forces with the community to fight against the COVID-19 pandemic. The “Bridgestone’s Safety Journey – Fighting against COVID-19” programme, aims to provide free rescue services for all permitted vehicles and their drivers in Ha Noi and Ho Chi Minh city. This initiative will closely support the government’s Directive 16.

"Safety" is one of Bridgestone's core values. Our aim to convey this not only to all employees, but also to customers. In the battle against COVID-19 in Vietnam, Bridgestone will support Vietnam’s COVID-19 efforts by assuring a safe journey for all vehicles that are allowed to travel on the road, such as police cars, ambulances, charity food trucks and other necessary vehicles.



*Drivers can call this hotline for free rescue service from Bridgestone Passenger Tire Services Center*

Specifically, the “Bridgestone Safety Journey – Fighting against COVID-19” programme will have the

rescue team from Bridgestone Passenger Tire Services Centers provide free rescue services for any case of tire punctures, cuts and explosions, drained-out batteries and vehicle related emergencies. In an emergency, vehicle owners are encouraged to call the Bridgestone Vietnam hotline at 1900 54 54 68, and they will be assisted by Bridgestone's rescue team. The team at Bridgestone aims to ensure the wellbeing of society and utmost safety for vehicles, following the Ministry of Health's 5K message.

The Bridgestone Passenger Tire Service Centres aim to keep the tires rolling and to prioritise the safety of all essential drivers on duty.

*"In especially challenging situations, it is crucial for Bridgestone to double up efforts to help society by spreading love and timely support. To us, caring and helping to develop the community while keeping sustainability goals in mind is always a top priority and our social responsibility", said Mr. Sadaharu Kato, Managing Director of Bridgestone Vietnam. "Moreover, through the implementation of our voluntary rescue services, we hope to show our love and support for the Vietnamese during this difficult time, and "Serve Society with Superior Quality" by ensuring a safe journey for everyone."*

Throughout more than a decade of operations in Vietnam, Bridgestone is committed to bringing safety to all Vietnamese people. This is not only shown through products with high quality and safety standards but also through our Corporate Social Responsibility activities. This includes training for drivers under the "Tire Safety" programme, the educational "Bridgestone Squad – Complete safety for children" programme, as well as support solutions to help drivers stay as safe, like "Drive Home Safe with Bridgestone". Bridgestone is proud to be and will always be a companion on every road.

#### **About Bridgestone Tire Sales Vietnam LLC.**

*Bridgestone is a global leader in tires and rubber, and is building on its expertise to provide solutions for safe and sustainable mobility. In Vietnam, Bridgestone Tire Sales Vietnam LLC. (BSTVN) is a leading tire brand in Vietnam automotive industry. Together with Bridgestone Tire Manufacturing Vietnam LLC., (BTMV), Bridgestone provides an extensive range of quality tires for passenger cars and commercial vehicles in Vietnam. With a rich history spanning over 90 years, Bridgestone Corporation is committed to being "Dan-Totsu" in all aspects of its business, and to working closely with its partners to delivery social value and customer value. Staying committed to "Serve Society with Superior Quality", Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.*