

For Immediate Release
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Bridgestone Conducts Free Tyre Check Service in Contribution to the Community

- To be held on 2nd and 3rd July (Saturday and Sunday) at Playground @ Big Splash for the public
- Conducted since 2009 as part of the “Make Cars Green” campaign
- Bridgestone employees will check the tyre pressure and condition of the tyres as well as educate drivers on basic tyre safety knowledge



Previous Free Tyre Check Service conducted by Bridgestone in September 2010

Singapore (3 June 2011) – As part of its social contribution efforts to the local community, Bridgestone Asia Pacific Pte Ltd is holding its free tyre check service for all cars that drive by. The free tyre check service will be held on 2nd and 3rd July (Saturday and Sunday) from 11am to 5pm at Playground @ Big Splash near the East Coast Park.

In its efforts to encourage a safe-driving society and to promote awareness on conservation and preservation of our environment, Bridgestone is providing this free tyre check service with the aim to educate drivers about the importance of tyre safety and to increase the awareness of eco-driving habits among drivers in Singapore. This activity was first conducted in 2009 as part of a collaborative “Make Cars Green” campaign between Bridgestone and FIA Foundation (Federation Internationale de l’Automobile).

During the two-day event, Bridgestone employees will help drivers measure their tyre pressure, tyre tread depth, as well as check for any irregular tyre wear. Upon completion of the tyre checks, Bridgestone employees will also give drivers a detailed explanation on the condition of their tyres.

Bridgestone Asia Pacific Pte Ltd's President, Mr. Shojiro Hara said: "An under-inflated tyre may cause greater rolling resistance and thereby increase fuel usage. By checking our tyres regularly, we are ensuring greater safety on the roads, and also encouraging greener motoring."

In addition to the free tyre check, each driver will be given a free goodie bag which includes a tyre pressure and tread depth gauge that they may use to conduct their own regular checks easily. They will also stand a chance to win vouchers to purchase Bridgestone tyres, petrol vouchers, as well as other exclusive Bridgestone collectibles in a sure-win lucky dip. The newly-launched Bridgestone POTENZA Adrenalin RE002 tyres will also be showcased at the event site together with others like the ECOPIA EP100A, Bridgestone's eco-friendly performance tyre.

About Bridgestone Corporation:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires 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.

