

BRIDGESTONE VIETNAM ANNOUNCED TO LAUNCHING “FOR VIETNAM AUTO COMMUNITY” SAFETY CAMPAIGN 2013

Ho Chi Minh City, 28th March 2013, Bridgestone Vietnam in collaboration with BVOT Group – is Vietnam largest auto community forum, has launched the **“For Vietnam Auto Community in 2013”** program in conjunction with “The Year Of National Traffic Safety” initiated by the Ministry of Transport. The program official announced through the press conference on 28th March 2013 at Palace Hotel, HCMC, Vietnam.

The event is co-supported by Toyota Vietnam, Borsch Vietnam, 3M Vietnam and others, etc...

Extending the success of the campaign “Safety Driving” in 2012, Bridgestone Vietnam keeps launching in the same way, through the program “For Vietnam Auto Community” with objectives **Safety-Quality-Friendliness**.

Consequently, the series of events will be held at the major provinces and cities in the country, specifically in Ha Noi (13th Apr and 12th Oct’13); Dak Lak (22nd Jun’13); Ho Chi Minh City (17th Aug’13) and Can Tho (7th Dec’13) with the following topics:

- The Seminars about tires and safe driving
- The Car Care Day

This campaign aims to introduce the Auto Community based the basic tire knowledge, consult and answer customer’s questions about tires, do tire check service for car owners,...

Additionally, Bridgestone Vietnam also joining BVOT Group to publish the automotive handbooks about tires, batteries and oils to help the participants know about the proper ways to care and maintain their cars as well as the tires, have a chance to check out information on how to drive safety to restrain from accidents, choose the proper tires or even on maintaining schedule for cars & tires,...

During this time, the total amount from selling tickets will be donated to community charity such as scholarships for poor students and other deserving individuals,...

With the mission **“Serving Society With Superior Quality”**, Bridgestone Vietnam is committed to continue to provide proper information and safety trainings to Vietnamese society to ensure everyone’s safety on the road – Vehicle driver, passenger and pedestrians as well.

<Some pictures>

NEWS RELEASE

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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 nation and territories around the world.

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