

BRIDGESTONE SALES (THAILAND) CO., LTD.

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**Bridgestone holds “Bridgestone Always with You – Bridgestone Tire Safety- Drive Me Safely”
for especially Young Generation Drivers who have the first car.**

[Phra Nakhon Si Ayutthaya Province] (April, 1 2013) – Bridgestone Sales (Thailand) Co., Ltd., led by **Mr. Shinichi Sato, Managing Director**, hosted the **“Bridgestone Tire Safety- Drive Me Safely”** activity for a group of young men and women at the Thai Bridgestone Proving Ground in Wangnoi, Phra Nakhon Si Ayutthaya. The activity was held specially for drivers who have obtained their first car under “The first car” Project from the government, with the aim of equipping them with safety driving skills and experience, This is in line with the concept of “Bridgestone Always With You”, in which Bridgestone constantly strives to support the various lifestyles of customers and their daily lives through high quality products and services. This lesson contains various driving programs which are designed to provide the knowledge of safety driving.

Under the corporate branding message of **“Bridgestone Always with You”**, “Bridgestone Tire Safety- Drive Me Safely” program began with an explanation about safety driving, followed by actual driving experience in the Thai Bridgestone Proving Ground, which contains ;

- **ABS experience** – Experiencing the ABS (Anti-lock Braking System) on actual condition by sudden braking and steering
- **Slalom Driving** – Understanding the importance of tire air pressure and fuel efficiency between normal and low air pressured tire
- **Gymkhana** – Actual fun-to-drive experience by applying all the explanation on safety driving techniques

Throughout the day, all the participants had enjoyed the driving experience programs together with performances from the celebrities. Bridgestone will continue to provide such occasions to support many car drivers for their safe driving.

Further information may be found at **Facebook: www.facebook.com/BridgestoneAlwaysWithYou**



About Bridgestone:

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.

In Thailand, Bridgestone has managed to achieve sustainable growth and success through a great confidence from end-users, dealers, and automotive manufacturers since its establishment 43 years ago. Through our history, the company has shown a great determination to research, invent, and create excellent products that are suitable for domestic use. Additionally, together with well selected raw materials, state-of-the-art production facilities and machines, and highest standard of quality control, these enable Bridgestone to journey on the same path with corporate mission – "Serving Society with Superior Quality."

For Further Information, please kindly contact:

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