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บริษัท **บริดจสโตนเซลส์ (ประเทศไทย) จำกัด**

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Bridgestone holds “Bridgestone Always With You - Eco Driving Lesson” for Young Women Drivers seeking eco-friendly driving techniques

[Phra Nakhon Si Ayutthaya Province] (May, 18 2013) – Bridgestone Sales (Thailand) Co., Ltd., led by **Mr. Shinichi Sato, Managing Director**, hosted the “**Bridgestone Eco Driving Lesson**” activity for young women concerned about eco-friendly and safety driving skills. The activity was held as a part of Bridgestone’s initiative, “Bridgestone Always With You”, with the intention of supporting various lifestyles of customers and their daily lives through high quality products and services. The lesson contained various driving programs which are *designed to provide participants with knowledge and experiences of eco-friendly and safety driving and was held* at Thai Bridgestone Proving Ground, Wangnoi, Phra Nakhon Si Ayutthaya.

Under the corporate branding message of “**Bridgestone Always with You**”, the “**Bridgestone Eco Driving Lesson**” started with an explanation about basic driving manner, safety driving together with eco-friendly driving tips, and followed by an actual driving experience in the Thai Bridgestone Proving Ground. Details of the activity included:

- **Fuel Saving Driving** – Comparison of fuel consumption between eco-driving and normal driving
- **Braking on Wet Surface** – Comparison between a new tire and 50% worn tire to find out the difference especially on a wet surface road
- **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 the difference in fuel efficiency between a normal tire and a tire with low air pressure
- **Gymkhana** – Actual fun-to-drive experience, applying all safety driving techniques that were explained on this day

Throughout the day, all the participants enjoyed the driving experience programs together with performances from the celebrities. Bridgestone will continue to provide such occasions to support many car drivers in safe and eco-friendly driving.

Further information regarding the activities may be found at 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 44 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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