

News Release



For Immediate Release
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Bridgestone Potenza Adrenalin RE003 tyre rolls into town

Singapore (20 March, 2015) - Bridgestone Tyre Sales Singapore Pte Ltd (BSTSG) today officially launched Bridgestone's latest performance street tyre, the Potenza Adrenalin RE003. The launch party was held at Zouk and was attended by over 100 people, which include partners, family dealers and members of the media.

At the party, Adrenalin RE003 was unveiled by a spectacular laser tron dance performance. This was followed by the sharing of Adrenalin RE003's key features of precision handling and maximum control. RE003 is built with the optimal mix of powerful traction, handling stability and quick initial response on dry roads, while boasting sure handling and braking on wet roads. BSTSG also underlined the performance improvement between the previous generation tyre, RE002, highlighting how the Adrenalin RE003 offers sharp responsive turn-in, direct steering feel, and greater cornering stability, without compromising on comfort.

In line with the Adrenalin RE003 launch, BSTSG is bringing back the popular SG50 promotion. Purchase one set of four Bridgestone tyres and get \$50 instantly off when the customer registers for the Bridgestone Assurance online. Each customer is also entitled to participate in the grand lucky draw, to stand a chance of winning a 3 days 2 nights staycation (worth \$2500) at Fairmont Singapore to watch the SG50 celebrations live! Customers who purchase Adrenalin RE003 will also receive the limited edition Adrenalin RE003 CashCard. This promotion is available from 1 April to 21 June 2015.

Through this SG50 promotion, BSTSG hope customers can experience real sports driving on the streets with Adrenalin RE003.

Bridgestone Potenza Adrenalin RE003 is available in 46 different sizes from 15 to 20 inches and is now offered at all authorised dealers across Singapore.

For further information, customers can visit www.bridgestone.com.sg or contact BSTSG at 6777-4181.

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Potenza Adrenalin RE003 Launch at Zouk



Race Queens at Adrenalin RE003 Launch



Laser tron dance performance to unveil Adrenalin RE003



Volkswagen GTI MKVII mounted with Adrenalin RE003



Adrenalin RE003 Product Sharing by BSTSG Technical Manager, Dennis Lee.



Guest paying attention to Adrenalin RE003 Product Sharing

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Winners from Adrenalin RE003 game



BSTSG crew behind Adrenalin RE003 launch at Zouk

About Bridgestone Tyre Sales Singapore

Bridgestone Tyre Sales Singapore Pte. Ltd. was officially registered for business in 2001. It is 100% owned by Bridgestone Asia Pacific Pte. Ltd. and handles distribution of Bridgestone brands for trucks, buses, light trucks, vans, passenger cars, forklifts, farm services, motorcycles and racing karts. The Singapore sales office is headed by Managing Director Mr. Michael Tan.