

News Release



For Immediate Release
Contact: (Ms.) Elphin Ong
(65) 6777-4181
enquiry@bridgestone.com.sg

Bridgestone Tyre Sales Singapore Pte. Ltd.
491B River Valley Road
#16-03/04 Valley Point
Singapore 248373
Phone : (65) 6777-4181
Fax : (65) 6777-3493
www.bridgestone.com.sg

Bridgestone Tyre Sales Singapore Pte Ltd 14th Anniversary

Singapore (21 March, 2015) - Bridgestone Tyre Sales Singapore Pte Ltd (BSTSG) invited more than 200 dealers to New York to celebrate its 14th anniversary. All dealers were welcomed by flowers and spring hues at the Easter-themed New York at Universal Studio Singapore.

At the ceremony, Mr. Michael Tan, Managing Director of BSTSG, gave an opening address which highlighted how the continuous support from dealers allowed BSTSG to maintain Bridgestone's leading position in Singapore's challenging tyre market. This was followed by the Top Dealer awards ceremony, where 28 awards were presented to dealers with outstanding achievements.

BSTSG also announce its latest performance street tyre, Potenza Adrenalin RE003. Designed to deliver precision handling and maximum control, Adrenalin 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 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 off instantly 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.

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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.



BSTSG 14TH Anniversary at Universal Studio Singapore



Photo moment with Woody and Winnie Woodpecker



Group Photo at Top Dealer awards ceremony

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Hearty dinner at New York street



Adrenalin RE003 Product Sharing by BSTSG
Technical Engineer, Paul Tai



Family dealers unveiling the Potenza Adrenalin
RE003 from the Easter eggs



At lucky draw, every dealers were given an
Easter egg and the "winner" is the one with a
century egg

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Dealer appreciating the Easter egg



BSTSG Managing Director, Michael Tan and 3 lucky winners with the century eggs



BSTSG's big family

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.