

Bridgestone seizes “Best Selling Tyre” award for the 21st consecutive year,
driving home product quality and brand strength



[Bangkok] (March 1, 2019): Bridgestone Sales (Thailand) Company Limited, led by Mr. Hiroyuki Saito, Director of the Divisions of Marketing and Strategy (At 3 From Left) received an award for the brand with the highest tire sales within the nation: the “**Best Selling Tyre Award**” for the 21st consecutive year. Mr. Siriruj Chulakarat, Deputy Permanent Secretary of the Ministry of Industry, presented the award during the “**Thailand Car of the Year 2019**” event at the Royal Jubilee Ballroom at Impact Muang Thong Thani.

This aforementioned award reflects upon a leading position in the automobile tire market, acting as proof of the quality and standards to which Bridgestone aspires, in addition to its ceaseless development of innovation and effective technologies. Driving home its singularly first position this

year, Bridgestone arranged a campaign titled “Give a Loving Hand – Send Love With the # Tire That You Trust,” to promote awareness in consumers concerning the importance of careful automobile tire selection. The campaign provided a comparison for consumers to see the importance of automobile tires which come into contact with road surfaces by the width only a hand’s breadth - thus, choosing quality automobile tires is akin to a paying forward of “Love and Safety” for you and your loved ones through Bridgestone Tires.

Concerning Bridgestone

Bridgestone Corporation has its headquarters located at Tokyo, Japan, and is the largest company in the world that produces car tires and rubber products. Aside from the production of car tires for widespread usage, Bridgestone makes many other varied products encompassing a wide group, including industrial rubber products, chemical products, and sports equipment. Bridgestone's products are distributed in over 150 countries in the world.

Bridgestone experienced success as a leading automobile tire producer in Thailand's car tire market for over 50 years, starting from when it first began operations in 1969. The values Bridgestone uses for work are: determination, initiative, innovation, creativity, and research, which improve its products in all areas to be superior and suitable for the country's environment. This begins with a selection of quality materials, the introduction of new machinery and technologies to use in the production process, and strict quality inspection at every stage. Furthermore, Bridgestone also encourages preservation of the environment, and promotes activities which enable society to integrate into a singular, steadfast philosophy: “Serving Society with Superior Quality.”

Thank you for publishing this public relations news.

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