

Bridgestone Expects Sales Growth in 2019



Bangkok (January 21, 2019) – Thai Bridgestone Co., Ltd has announced that it expects revenues increasingly in Thailand in 2019.

Thai Bridgestone established its business in 1967 and produced its first tyre on January 22, 1969 and now has a network of more than 1,500 retail network nationwide.

The company's impressive record and commitment to the Thai market for more than five decades has seen the company grow to more than 5,500 employees and two manufacturing plants. Bridgestone sources its own products, manufactures tires, handles sales and logistics and also has its own retail division.

“We have excellent bonds with our employees, our dealers and are business partners and that is the key ingredient for all these years of success,” said Hideyuki Takeda, Managing Director, Thai Bridgestone. “We now have 15 separate companies all under the Thai Bridgestone umbrella and we can cover upstream, midstream and downstream business activities via these.”

The revenue forecast is based on a number of factors including Thai automotive industry and auto parts market, domestic sales and export which are expected to be up. The company expects to produce increasingly and support to buy rubbers from Thai farmers.

To drive its brand in 2019, Bridgestone is launching a marketing campaign called “**Give A Loving Hand**” to encourage customers to choose the right tyres. There is only an area the size of your hand touching the road when you are driving and your family's lives are reliant on this small area. However, via high performance technology and durability, Bridgestone contributes to make everyone's journey safe.

A major part of the company's activities will be sponsorships and community outreach. Bridgestone is the Worldwide Olympic and Paralympic Partnership. The partnership runs until 2024 and involves many spin off activities with Thai society.

Not only will Bridgestone support Thai athletes on their Olympic and Paralympic journeys but also Team Bridgestone Thailand which will help Thai people pursue their dreams and overcome obstacles

through “**Chase Your Dream**” campaign. The refined CSR program “**Our Way to Serve**” is committed to improve the quality of Thai people life including; the local volunteer activity “Bridgestone Rak Baan Kerd” and the science education and technology innovation “Bridge 2 Inventor Challenge”.

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 supporting 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 great confidence from end-users, dealers, and automotive manufacturers since its production 50 years ago. Through our history, the company has shown 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 the corporate mission-“Serving Society with Superior Quality”

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