

Bridgestone Joins with Scania Siam Arranges Truck Performance Testing at One of the World's Most Complete Proving Grounds



The atmosphere at Thai Bridgestone Proving Ground, Wang Noi District, Ayutthaya

[Bangkok] Recently, Mr. Hideyuki Takeda, Managing Director of Bridgestone Sales (Thailand) Co., Ltd., and Mr. Stefan Dorski Managing Director of Scania Siam Co., Ltd., a key business partner of Bridgestone Sales (Thailand) Co., Ltd., arranged the performance testing of NTG (New Truck Generation) truck at Thai Bridgestone Proving Ground, Wang Noi District, Ayutthaya Province, which is accepted as one of the world's most modern, effective, and complete in the world. The proving ground was for tires in all aspect, with up to 10 stations simulating all road conditions in Thailand in order to obtain complete and effective test results demonstrating maximum safety.

The test drive had been provided for specialists, customers, and the press to have new experience on SCANIA's new truck with new model. During the event, Mr. Hiroyuki Takeda explained the capabilities of the proving ground at each station to the exhibit attendees as information prior to testing. As a key business partner of Scania, not only in Thailand but also in Malaysia and Taiwan, for which coordinated business cooperation has been established between Bridgestone and Scania in the Original Equipment Manufacturer (OEM) tire market and Replacement (REP) tire market distribution channels, Bridgestone has also arranged for a full-circuit set of products and services to fulfill all of Scania's customer needs after the testing.



Performance testing of the NTG (New Truck Generation) Trucks

Thai Bridgestone Proving Ground is Thailand's first proving ground, made from blueprints of proving ground in Japan. The area is accepted as one of the world's most modern, effective, and complete proving grounds, with an area of 52,000 square meters at Nong Khae factory, Saraburi Province. The proving ground contains simulated conditions of all road conditions in Thailand, and as proof of its highest capabilities, aims to use every square meter on this proving ground to serve its full capacity as a world-class 2.5-kilometer-long proving ground.



About Bridgestone:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tyre and rubber company. In addition to tyres 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 production 50 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 more information, please contact:

Ms. Pattarawall Khanthong Corporate Public Relations Section Manager

Thai Bridgestone Co., Ltd. Tel: 0-2636-1505 Ext. 2381 Email: pattarawall.khanthong@bridgestone.com