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Bridgestone Receives Thailand Automotive Quality Award (TAQA) for Eighth Consecutive Year

Bangkok (December 15, 2017) – Bridgestone Sales (Thailand) Co., Ltd., led by Mr. Winij Prungpanich, Retail Business Office Head received the **“THAILAND AUTOMOTIVE QUALITY AWARD (TAQA) - Outstanding Satisfaction for Tyre”** for eight consecutive year. The award recognizes Bridgestone’s success in developing and offering outstanding products and high quality services to customers. The award was presented by Mr. Somchai Harnhirun, Deputy Minister of Industry at the Challenger Hall, IMPACT Muang Thong Thani, Bangkok.

Held annually since 2002 with additional awards on car accessories introduced in 2010, the “THAILAND AUTOMOTIVE QUALTY AWARD (TAQA)” is conducted by organizations across the public and private sectors, which include Thailand Automotive Institute, Inter-Media Consultant Co., Ltd., Custom Asia Co., Ltd., and Manager Newspaper. The award aims at improving the overall performance of products and services within Thailand’s automotive industry, through a nationwide customer satisfaction survey. This year, 4,510 car owners participated in the survey.

“We are honored to be recognized by consumers that Bridgestone provides products and services of superior quality”, commented by Mr. Winij Prungpanich, after receiving the award. “Our commitment to customers is that Bridgestone will continue to provide the best products and services possible, while striving to serve each and every customer as an individual with unique requirements.”



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 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 46 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:

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