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## Bridgestone received “The Most Powerful Brand of Thailand 2016”

**Bangkok (February 22, 2017)** – Bridgestone Sales (Thailand) Co., Ltd., today received the “The Most Powerful Brands of Thailand 2016 for Tire category”. The award was based on a nationwide survey of over 12,000 consumers to identify the most Powerful Brand in Thailand, where Bridgestone is selected as the strongest brand within automotive tire segment.

Thailand Most Powerful Brand 2016 was held for the third time, in addition, the first time was conducted for commemorate the 75th Anniversary of Faculty of Commerce and Accountancy, Chulalongkorn University. The research, conducted by the Department of Marketing, evaluates the most powerful brands in 6 categories across 32 products based on key criteria of “Awareness”, “Preference”, “Usage” and “Image”. Bridgestone was awarded for tire product in Automobile and Energy category among many other top brands in the market.

At the ceremony, Bridgestone, represented by Mr. Winij Prungpanich, Department Manager of Consumer Business Group, received the award from Professor Bundhit Eua-arporn, Ph.D., chancellor of Chulalongkorn University at SIAM-PIC-GANESHA Theater, SiamSquareOne, Bangkok.

“The Award undoubtedly recognized Bridgestone’s dedication to continuously provide customers with our superior quality in our products and services in Thailand,” shared Mr Winij Prungpanich after receiving the award. Bridgestone will continue to deliver our corporate mission of “Serving Society with Superior Quality” by anticipating changes in market’s and customers’ needs, and constantly improving our value propositions to offer our customers premium products and excellent services.

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**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 47 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."*

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