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## **Bridgestone Receives No.1 Brand Thailand 2016-2017 Award**

**Bangkok (May 22, 2017)** – Bridgestone Sales (Thailand) Co., Ltd., recently received the “No.1 Brand Thailand 2016-2017 Award for Tire category”. The award was based on a nationwide survey of over 4,000 consumers to identify the most popular brands in Thailand, where Bridgestone emerged as the strongest brand within the automotive tire segment. The award was presented by Miss Urawee Ngowroongrueng, Deputy Permanent Secretary of Ministry of Commerce at the “No.1 Brand Thailand 2016-2017” awards, and was held in May 22 ,2017 at the Siam Kempinski Hotel, Bangkok.

The “No.1 Brand Thailand 2015-2016” is a research project conducted by Marketeer Magazine and Video Research International (Thailand) Co., Ltd., - a leading marketing research company in Japan. A team of market researchers, led by Assistant Professor Saranyapong Thiangtam of Bangkok University, conducted surveys with more than 4,000 regular users of over 1,000 brands in 1,000 product categories, to identify the most popular brands in Thailand.

“We are honored that consumers recognize Bridgestone as a brand that develops and offers superior products and high quality services. Per our corporate mission of “Serving Society with Superior Quality”, commented Mr. Winij Prungpanich, Department Manager of Consumer Business Group, Bridgestone Sales (Thailand) Co., Ltd., after receiving the award. “Our commitment to excellence will never change,” shared Mr. Winij Prungpanich after receiving the award. “This award motivates us to continue providing the best products and services, while striving to serve each and every customer as individuals with special and unique requirements.”

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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 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."*

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