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Bridgestone Holds Annual Meeting to Enhance Overall Sales and Service Performance for BTC members

Bangkok (APRIL 23 2017) – Bridgestone Sales (Thailand) Co., Ltd recently held its annual meeting for Bridgestone Truck Tire Center (BTC) members. Led by Managing Director, Mr. Tomio Fukuzumi, the meeting sought to share key policies and management strategies with the intent of enhancing overall sales and services performance while strengthening Bridgestone’s relationship with strategic business partners.

Themed “BTC: The Elements”, the meeting covered topics such as Thailand’s 2017 economic performance, economic forecast for the remaining months of 2017, the company’s 2016 performance, as well as Bridgestone’s radial tires and retread tires. Other activities held in conjunction with the meeting included a special talk by Arjarn Khata Chinnabunchorn, a mini concert with singers Ice (Saranyu and games that saw the winners taking home prizes. BTC: The Elements was held at Kirimaya Golf Resort and Spa, Khaoyai, Nakhon Ratchasima Province.

In line with the company’s mission of giving back to society, Bridgestone Sales (Thailand) Co., Ltd, together with the event participants repurposed used truck tires into bins which were donated to Khao Yai National Park.

Photo Attachment



Mr. Yasuhiro Morita (Center), Managing Director of Bridgestone Sales (Thailand) Co., Ltd. together with Bridgestone Management and BTC members at the Annual 2017 Meeting.



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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