

บริษัท ไทยบริดจสโตน จำกัด  
14/3 คลองหนึ่ง ถ.พหลโยธิน  
อ.คลองหลวง จ. ปทุมธานี 1212  
โทรศัพท์ : 02 516 8721-5

## **Bridgestone Joins Hands with Thai Youth for Free Road Accident by Providing Bridge 2 Inventor 2019 : B2i**



**Bangkok (November 15, 2019) Thai Bridgestone Co., Ltd. emphasizes Thai youth's innovation to drive Thailand free road accident and to leave out of number 1 rank of Asia and Southeast Asia's most death from road accident through Bridge 2 Inventor 2019: Innovation for Smart Mobility.**

**Mr. Hiroyuki Saito, Sales Director of Thai Bridgestone Co, Ltd.,** said “Thai Bridgestone, a subsidiary of the world's largest tire and rubber company has foreseen an importance of scientific and technological education to Thai youth by setting up Bridgestone Scientific Education Center since 2008 and over the last decade the company has arranged Bridge 2 Inventor for 12 years consecutively, it proved that Bridgestone's concentration on Thai youth's scientific education and creation is a crucial drive to the development of Smart City and Thailand 4.0 in the upcoming years.

*“Bridgestone has highly intended to develop and continue enhancing quality of human resources because it can be a sustainable development of society, by continuing the organization of Bridge 2 Inventor which will be a fundamental of innovative knowledge among Thai youth who will be a good citizen in the future and lead the country to Thailand 4.0 sustainable development model” Mr. Hiroyuki said.*

Bridge 2 Inventor 2019 or B2I is a national innovative contest, aiming for Thailand's free accident campaign, under the theme “Innovation for Smart Mobility” because Thailand was ranked the world's top accident on road. According to the World Health Organization (WHO)'s report, Thailand's road accident ranked the world's second high accident in 2015 and although the rank was slipped down to number 9 in 2018 or 3 years later in the world rank. However, Thailand still remains the Asia and southeast Asia's highest accident, reflects to crisis situation of road accident

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in Thailand. Last year death from road accident was accounted to 22,491 cases or at the average 60 deaths per day so the company saw that's not only a strict obey on traffic discipline but innovation that will also help reducing car accident.

Thai students across nation have highly paid attention to participate the contest which were closed the submission of applicant since the midyear. 60 teams were educated and trained at Bridge 2 Inventor Camp at Sirindhorn Science Home in Pathumthani and at Naresuan University Phitsanulok under Bridge 2 Inventor Challenge. Qualified contestant accounted for 40 teams have passed through the final round during November 13-15.

**Adviser to Minister of Education, Mr. Varavij Kambhu Na Ayudhaya** said Bridge 2 Inventor is in line with the Ministry of Education's strategic development policy through the quality of youth under security, prosperity and sustainability. His office is fully supporting for young generation to be hunger of learning and creative innovation to solve economic disparity and enhance the national competitiveness. He is appreciative with the team staff from Ubon Ratchathani University, Naresuan University and Thai Bridgestone Co., Ltd. in supporting this activity as it is one of the part in driving Thailand into sustainable growth in future.

#### **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 supporting goods. Its products are sold in over 150 nations and territories around the world.*

#### **About Thai Bridgestone:**

*In Thailand, Bridgestone has managed to achieve sustainable growth and success through great confidence from end-users, dealers, and automotive manufacturers since its production 50 years ago. Through our history, the company has shown 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 the corporate mission-“Serving Society with Superior Quality”.*

For further information, please kindly contact:

Ms. Pattarawall Khanthong  
Bridgestone Sales (Thailand) Co., Ltd.

Corporate Public Relations Section Manager  
Tel: 0-2636-1505 Ext. 2381 Email: [pattarawall.khanthong@bridgestone.com](mailto:pattarawall.khanthong@bridgestone.com)