

News Release

BRIDGESTONE

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Bridgestone Receives “Best Selling Tyre Award” for 20th Consecutive Year

[Bangkok] (March 14th, 2018) – Bridgestone Sales (Thailand) Co., Ltd. recently received the “**Best Selling Tyre Award**” for the 20th Consecutive Year. This award recognises Bridgestone achieving the best performance in sales as a tyre company. The award affirms Bridgestone’s leading position in the tire market, and also reflects the company’s continuous dedication and determination to contribute to society, as stated in our Founder’s mission - “Serving Society with Superior Quality”. The award was presented by Mr. Pasu Loharjun, Permanent Secretary, Ministry of Industry at the “Thailand Car of the Year 2018” awards, and was held at the Portal Ballroom, IMPACT Muang Thong Thani, Bangkok.

The annual “Thailand Car of the Year 2018” awards promote the Thai Automotive Industry, including automobiles and its related parts and accessories, with the aim of attaining sustainable growth to be on par with international standards. The award is jointly organized by both the government and private sectors, which include the Society of Automotive Engineers Thailand, Thailand Automotive Journalists Associations, Royal Automobile Associate of Thailand, and Grand Prix International Co., Ltd.

“Bridgestone is honored to receive this award, and be recognized by consumers that we provide products and services of superior quality,” commented Mr. Hiroyuki Saito, Marketing and Strategy Group Director of Bridgestone Sales (Thailand) Co., Ltd., 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.”



Mr. Hiroyuki Saito, Marketing and Strategy Group Director of Bridgestone Sales (Thailand) Co., Ltd.



Mr. Hiroyuki Saito (right) received the "Best Selling Tyre Award" from Mr. Pasu Lohadrjun (middle).

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 49 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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