

Bridgestone organizes the 2018 meeting to strengthen COCKPIT and AUTOBOY

[Bangkok Metropolis] (21 March 2018) – Bridgestone Sales (Thailand) Company Limited held the 2018 annual meeting for COCKPIT and AUTOBOY members to thank for their continuous support and affirm our readiness to strengthen and enhance sales and services to achieve excellence for all of the tire service centers. The meeting took place at Vibhavadi Ballroom, Centara Grand at Central Plaza Ladprao, on 10-11 March 2018.

With a network of over 280 members around the country, Bridgestone has prepared a strategy to support their sales and marketing. At the meeting, new tire products were introduced to participants and Cockpit/ Autoboy awards were presented to dealers with outstanding sales potential for the year 2017. All of the participants enjoyed fun activities and surprises at the event.



Members of COCKPIT Tire Service Centers

Mr. Yasuhiro Morita, Managing Director of Bridgestone Sales (Thailand) Company Limited, expressed his sincere thanks to all dealers for always working side by side with Bridgestone despite a high competition in Thailand's tire market. He assured that Bridgestone would never stop its development, was ready to move further alongside all partners, and kept its promise to offer innovative products and services to the participants.

“The main strategy for this year is to respect and listen to the voice of customer. The foundation of sales is attention. Together Bridgestone will create an impressive experience for all customers. Please join us in this exceptional journey to achieve sustainable growth of our business,” said Mr. Yasuhiro Morita.



Mr. Yasuhiro Morita, Managing Director of Bridgestone Sales (Thailand) Company Limited expressed his sincere thanks to Bridgestone dealers.



Games and activities that brought fun to all of the participants

About Bridgestone

Bridgestone Corporation, headquartered in Tokyo, Japan, 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, including 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 been very successful as the market leader in tire industry throughout the period of 49 years since it was founded in 1969. Through our history, the company has shown a great determination to research, invent, and create excellent products that are suitable for domestic use. To

achieve the highest standard, Bridgestone has combined well selected raw materials, state-of-the-art production facilities and machines, and highest standard of quality control. Additionally, strives to protect and preserve environment and to conduct activities for social benefits. These reflect our longstanding corporate philosophy of “Serving Society with Superior Quality.”

For more information, please contact:

Miss Pattarawall Khanthong
Bridgestone Sales (Thailand)
Company Limited

Manager of Corporate Communication and Social Responsibility
Tel: 02-636-1505 Ext. 2381
Email: pattarawall.khanthong@bridgestone.com