

Thai Bridgestone Supports Local Communities Nationwide through “Bridgestone Rak Baan Kerd Project 2018”

Thai Bridgestone, subsidiary of Bridgestone Corporation, the world’s leading tyre and Rubber Company, contributed to local society development through “Bridgestone Rak Bann Kerd Project 2018”.

Bridgestone Rak Baan Kerd Project has been supporting local communities in Thailand nationwide since 2016 by encouraging every teammate to become a representative of Thai Bridgestone to collaborate with local organization and community to conduct various volunteer activities focusing on solving their hometowns’ insufficiencies and building a sustainable society. It is also in line with Bridgestone’s CSR commitment “Our Way to Serve”, to embrace our responsibility to serve society by improving access to smart (Mobility); building healthy, resilient communities (People); and balancing business operations with environmental stewardship (Environment).

Led by Managing Director Mr Hideyuki Takeda and fellow teammates from Thai Bridgestone, there are in total 7 teams for this year. Projects such as “Building concrete pavement for unprivileged school” for Ban Panom Din School in Surin Province(Mobility); Water Is Life (2nd Year) - building a ground water storage tank in Khon Sak Village in Khon Kaen Province (People); Water Pump to the Hill – building a water pump at Panom Dong Rak Wildlife Sanctuary in Srisaket Province (Environment) and so on."

Mr. Hideyuki Takeda mentioned, “Over past three years, we have continuously encouraged our teammates who originally come from various provinces in the country to support their hometowns’ needs through Bridgestone Rak Baan Kerd Project. We are committed to demonstrating our commitment to enrich lifestyle in local communities while striving to reinforce the social sustainability as part of Bridgestone’s sustainability stance of ensuring a healthy environment for current and future generations. Bridgestone Rak Baan Kerd Project not only allows our teammates to bring benefits back to their hometowns but also develops their loyalty to Bridgestone.”

Over three years, 17 selected teams have contributed activities to their hometowns. Thai Bridgestone is committed to providing more support to Thailand nationwide through “Rak Baan Kerd”.



Mr. Hideyuki Takeda with Bridgestone’s teammates from Smiling Tiger project



Water Is Life Project



Building Concrete Pavement Project



Water Pump to the Hill Project



Fill the Dream to Children Project



Smiling Tiger Project

Water Pump to the Hill Project

Water shortage issue always incur in dry season, so we built a water pump at Panom Dong Rak Wildlife Sanctuary, Sisaket Province, aiming to preserve water for wildlife animals and also provide a natural resources education center for the country.

Mr. Chandee Sriprom, Thai Bridgestone teammate and project manager of “Water Pump to the Hill”, expressed that, “Thank you Bridgestone to inspire our team members to care for and support our hometowns!”

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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