



## Bridgestone Receives The Most Powerful Brand 2018 Award

Mr. Hiroyuki Saito, Marketing and Strategy Group Director of Bridgestone Sales (Thailand) Co., Ltd. (right) recently received “**The Most Powerful Brand of Thailand 2018 Award**” in the Tire Category from Mr. Sakon Varanyuwattana, Vice Minister for Commerce (left), at Mahitaladhibesra Buiding, Chulalongkorn Business School. Based on a nation wide survey of 12,000 samples, which was conducted by the Department of Marketing, Chulalongkorn Business School, Bridgestone was singled out as the most powerful brand within tire segment. The Award recognizes Bridgestone’s success in developing and offering outstanding products and high quality services to customers as our corporate mission, “*Serving Society with Superior Quality*”.

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For more information, please contact:

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