

NUMERO UNO

January 2012

BRIDGESTONE
Your Journey, Our Passion



Dear Select Members,

Hope this New Year has been great for all of you. At our end, 2012 has been fantastic, with many positive changes and new additions.

Firstly, I'd like to welcome you to the revamped edition of Numero Uno, the Bridgestone Retail Newsletter. That's right! Your favourite newsletter now comes, with a fresh new look and feel, that's young, vibrant and more reader-friendly.

I am happy to announce the introduction of 2 new Select Super Concept Stores into our family, N. Mehta Wheels, Pune and Sujan Tyres, Madurai. We will also be implementing Point of Sales (POS), which is a unique selling technique. It has numerous benefits like inventory management, real-time sales reports, etc and is perfect for our Select Stores.

I'm also happy to let you all know that the destination for the Select Foreign Trip 2012 is exotic South Africa.

This year we bid a warm farewell to Mr. H. Mori, who was our Director of Sales & Marketing since 2009. Also, this January we welcome Mr. Shin Mukaikubo as General Manager, Commercial Tyre Sales & Marketing Sales Administration, Consumer Tyre.

The Select Family's contribution to sales this month is an amazing 47%.

On this happy note, I'd like to thank all of you for your support.

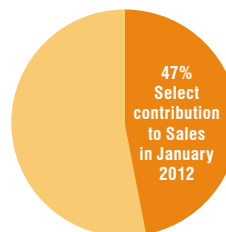
Warm regards,
Mr. Vaibhav Saraf (GM, Sales and Marketing)

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Replacement Sales Trend and Select Contribution in January 2012

The month of January 2012 proved to be very successful in terms of replacement sales and we could register a considerable growth compared to the same period last year. The contribution to Sales from our Select family was 47% during the period.



Select Appointment

Dealer Names	Branch	Month
Shree Tyres (Concept Store)	Pune	December 2011
Ganesh Tyres	Pune	December 2011
Tyre Best	Navi Mumbai	December 2011
N. Mehta (Concept Store)	Pune	January 2012
Jupudy Jagannadha Rao & Sons	Vizag	January 2012
Vikram Tyres	Jaipur	January 2012
Wheel Track Alignment	Calicut	January 2012

Select Super Concept Store Upgradation and Inauguration (January 2012)

N. Mehta Wheels - Pune

We are very happy to announce the launch of our Select Super Concept Store with 'N. Mehta Wheels' in Pune. The showroom was formally inaugurated on Sunday, 15th January, 2012, by Mr. H. Tanigawa (Managing Director, BSID).



Select Super Concept Store Upgradation and Inauguration (January 2012)

Sujan Tyres - Madurai

We are very happy to announce the launch of our Select Super Concept Store with 'Sujan Tyres' in Madurai. The showroom was formally inaugurated on Sunday, 29th January, 2012, by Mr. H. Tanigawa (Managing Director, BSID).



Farewell Mori San

Bridgestone bids farewell to our esteemed Director Sales & Marketing from 2009 to 2012, Mr. H. Mori. Here's what he has to say:

"I would like to sincerely thank each of you for every experience shared, friendship made, opportunity offered and good times had during these 3 years with BSID.

I have thoroughly enjoyed every aspect of being part of the Bridgestone family and wish you all the very best in the future."

Mr. H. Mori
Director Sales & Marketing (2009 – 2012)

Welcome to Mukaikubo San

We would like to extend a very warm welcome to Mr. Shin Mukaikubo. He will be joining us as General Manager, Commercial Tyre Sales & Marketing Sales Administration, Consumer Tyre.

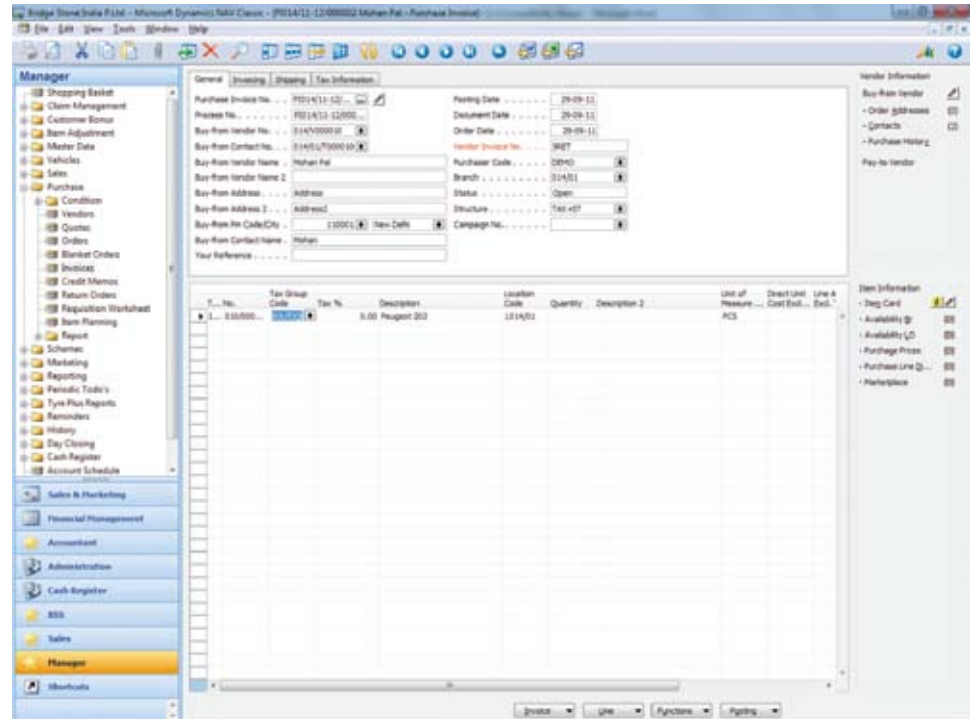


Mr. Shin Mukaikubo's experience will certainly prove to be a great asset to BSID, and we are really happy to have him on board.



Introducing POS (Point of Sales)

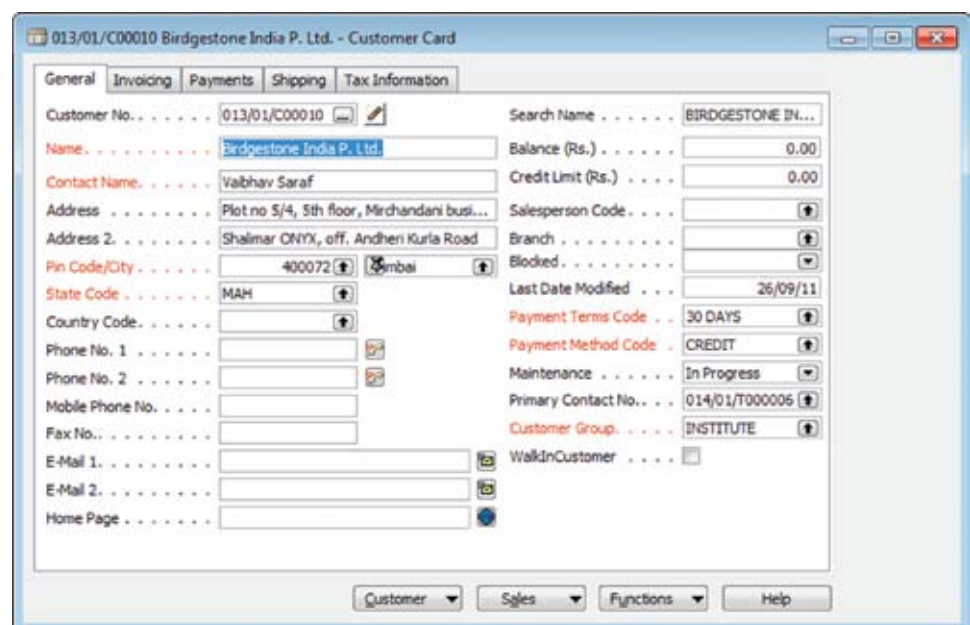
In our constant endeavour to provide state-of-the-art selling techniques to our Select Members, we are proud to introduce Point of Sales (POS). Adopting POS Systems has numerous benefits like, acquiring real time data, better customer service, effective stock & inventory management systems and more.



Hi-Tech Store in Mumbai

POS was first implemented at Hi-Tech Store, Mumbai Branch on 9th January, 2012. There was a 3-day training period, followed by the testing and feasibility study of the system. The POS System went live on 17th January, 2012.

POS Experts and Bridgestone Retail Team were present to help the dealer to start utilizing the System. Sales Transaction Handling, Stock Management and a User Friendly Screen Interface are a part of this system.



Select South Africa Trip

We are pleased to confirm that the Select Foreign Trip for 2012 has been planned to a really exciting destination - South Africa! The country is popular for its fascinating cultures, local traditions, and natural wonders, including a fascinating variety of wildlife.

Scheduled between August and September 2012, this trip is a privilege only for Select Members appointed till December 2011. We hope this will act as a motivator to our Select Members and inspire them to achieve new sales records.

The countdown has begun and our companion offer has gained momentum and seen good participation too.

