



Numero Uno

Bridgestone Retail
N e w s l e t t e r

Keep yourself updated!

May 2011



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Dear Select Members,

The month of May has witnessed a lot of developments and I am happy to share some of them here with you. I am glad to announce the opening of India's first Bridgestone Select Super Store in Bengaluru. Bridgestone Select Super is based on the principles of Eco-friendliness, Safety, Reliability and Front-end mechanical. There will be more of these stores opening all over India in the near future.

I am also pleased to inform that our association with the Mumbai Indians in the recently concluded IPL season IV has been very fruitful. As we all know the team has played quite well and we as associate sponsors are very proud. Our Mumbai Indians sellout campaign was a big hit too. The 10 lucky winners had a great time on the all-expenses-paid trip to the Mumbai Indians match and meeting the players in person. We also invited our esteemed Select members to watch the IPL matches.

It also gives me great joy to report that there was a 12% increase in sales as compared to the same period last year and the contributions from our Select family was 49%.

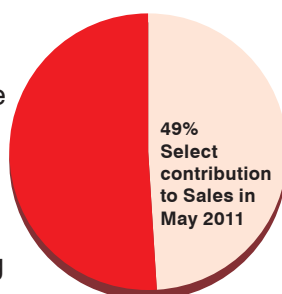
I congratulate all of you for all your hard work.

Warm regards,

Mr H. Mori
Director – Sales & Marketing

Replacement Sales Trend and Select Contribution in May 2011

The month of May 2011 proved to be very successful in terms of replacement sales and we could register a growth of 12% compared to the same period last year. The contributions to sales from our Select family was 49% during the period.



Select Appointment (May 2011)

Dealer Names	Branches	Month
Discount Tyres	Andheri	May '11
Parimalam Tyre Agencies (Select Super Concept Store)	Coimbatore	May '11
Asirvatham Tyres	Madurai	May '11
Tyre Dynamics (Select Super Concept Store)	Ghaziabad	May '11
Diamond Enterprises	Bhubaneshwar	May '11
Raj Enterprises	Hyderabad	May '11

Select Upgradation (May 2011)



Shiva's Select Super, Bengaluru



Rana Motor Cares, Dharamshala

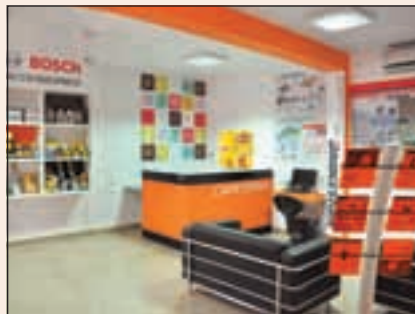


Tyre Zone, Jaipur

Select Super (Concept Store) Inauguration (May 2011)

Shiva's - Bengaluru

We are very happy to announce the launch of our Select Super Concept Store with "Shiva's" in Bengaluru. The showroom was formally inaugurated on Friday, May 6, 2011, by Mr. H. Tanigawa (MD, Bridgestone India Pvt. Ltd.).



Select Inauguration (May 2011)

Rana Motor Cares - Dharamshala

We are very happy to announce the launch of our Select Showroom with “Rana Motor Cares” in Dharamshala. The showroom was formally inaugurated on Wednesday, May 4, 2011, by Mr. Vaibhav Saraf (GM – Sales & Marketing) and Mr Rajiv Sharma (DGM – North & East, Bridgestone India Pvt. Ltd.).



Tyre Zone - Jaipur

We are very happy to announce the launch of our Select Showroom with “Tyre Zone” in Jaipur. The showroom was formally inaugurated on Sunday, May 15, 2011, by Mr. Vaibhav Saraf (GM – Sales & Marketing, Bridgestone India Pvt. Ltd.).



Select Inauguration (May 2011)

Auto Wheelz - Guwahati

We are very happy to announce the launch of our Select Showroom with “Auto Wheelz” in Guwahati. The showroom was formally inaugurated on Tuesday, May 24, 2011, by Mr Rajiv Sharma (DGM – North & East, Bridgestone India Pvt. Ltd.).



L. N. Garodia & Sons - Dibrugarh

We are very happy to announce the launch of our Select Showroom with “L. N. Garodia & Sons” in Dibrugarh. The showroom was formally inaugurated on Wednesday, May 25, 2011, by Mr Rajiv Sharma (DGM – North & East, Bridgestone India Pvt. Ltd.).



Bridgestone Launches its 1st Concept Store “Bridgestone Select Super” (May 2011)



We are extremely proud to announce the inauguration of India’s first Concept Store “Bridgestone Select Super” Shiva’s in Bengaluru. The store was formally inaugurated by Mr. H. Tanigawa, MD, Bridgestone India Pvt. Ltd. It aims to revolutionize the tyre buying experience of the Indian customer with an ardent focus on safety, reliability and eco-friendliness.

Every component in this store is particularly designed to make this store optimally safe for everyone entering this store. Also to ensure reliability & trustworthiness for the customer we provide maximum transparency in all our transactions and operations. Bridgestone in its endeavour to save and protect the environment, has taken various efforts.

The store is based on the following core competencies:

Safety	Reliable	Eco-friendliness	Front-end mechanical
Demarcated waiting area	Product information chart	Ecopia (Eco-friendly tyres)	Nitrogen
RFT products	Point of sale system	Eco-friendly paint and Non-toxic toys in kids area	Battery and AC top-up
TPMS and GPS	Service and service information chart	Lead-free weight and Energy-saving lights	Oil change and related services
5-point car check-up	Adequate product recommendation	Recycled paper for stationery	Spark plug and Brake pads
Tyre safety guide booklet, etc.	Feedback form	Tree plantation	Other car-related accessories

Bridgestone aims to further leverage these concept stores by introducing these across other markets nationally.



Bridgestone Launches its 1st Concept Store “Bridgestone Select Super” (May 2011)



WIN WITH A FOUR OFFER



As you all are aware that we had this fabulous offer from April 6th to May 5th which got tremendous response. Every customer who bought 4 tyres not only received a Mumbai Indians T-shirt but also they could participate in a slogan contest. 10 winners were invited on an all-expenses-paid trip to meet the players of Mumbai Indians team after which they enjoyed the live match in Mumbai.

Following were the lucky draw winners of the Mumbai Indians' slogan contest:

1. Mr V. Arun Kumar – Sri Jayalakshmi Trading Co. – Kakinada
2. Mr A. K. Chaddha – Galaxy Motors – Delhi
3. Mr Lomte Vasant Gagadher – Baba Tyres – Nanded
4. Mr R. M. Kandwal – Tyre Dynamics – Noida
5. Mr A. Som – Wheel Care – Jaipur
6. Mr Mahendra Potnis – Bharat Tyres – Sangli
7. Mr Jignesh Rameshbhai Patel – Vimal Tyres – Surat
8. Mr Chandrakant Hariharan – Hytech – Mumbai
9. Mr Surendra Janjire – National Tyres – Mumbai
10. Mr Subhasis Chakraborty – Burdwan

WIN WITH A FOUR OFFER

These lucky winners met and greeted some of the key Mumbai Indians team players like: Andrew Symonds, Harbhajan Singh, Lasith Malinga, Ambati Rayudu, Munaf Patel and others on 18th of May 2011 at Hotel Trident.

Please find below testimonial which we received from the lucky draw winners, Mr. Mahendra Potnis.

"I am really feeling very very LUCKY to have all this exclusive arrangement. It is going to be best event indeed to see Mumbai Indians cricket players and watch the cricket on the ground. Thanks for all this well organized special treatment.

My regards to you and team of BRIDGESTONE, my dealer Bharat Tyres and Mr Rajendra Shah".

– Mr Mahendra Potnis – Bharat Tyres, Sangli.

We also invited our esteemed Select members to watch the IPL matches and they thoroughly enjoyed the whole experience.

The testimonial from Mr Chetan Jha (Ajit Services)

"I would like to thank Bridgestone India Pvt. Ltd. for the wonderful arrangement, we had a great opportunity to watch the match between Mumbai Indians and Deccan Chargers at Wankhede Stadium.

Everything was perfect. I really enjoyed the day and I'm waiting for some more entertainment like this".

– Chetan Jha – Ajit Services, Patna

A SNAPSHOT OF THE MEET AND GREET SESSION

