

NUMERO UNO

December 2013

BRIDGESTONE
Your Journey, Our Passion

Toll-free No.: 1800 222 088



B290

ALL-ROUND TYRE
FOR ALL-ROUND PERFORMANCE

TURANZA

Dear Select Members,

Bridgestone wishes the Select family a Happy New Year 2014.

In the past few months we watched new activities and events unfold successfully, with the tremendous effort and support put in by our Bridgestone family.

In the month of October, we witnessed the much awaited launch of B290 – A tyre designed specifically for the Indian Market as it ensures better fuel efficiency and superior tyre life.

'Environment and You' –The drawing competition for kids, was also held again at SGS Wheels (Pune), Lotus The Car Shop (Bengaluru), Shiva's New Concept Store (Bengaluru), Tyre Dynamics (Ghaziabad), Four One Group (Ernakulam). Once again this event was a big success.

POS Installation and SOP training continued all through December and a noteworthy 252 stores were covered. We thank our Bridgestone Team for their continued hard work.

The Select contribution to Sales in 2nd Half 2013 was 53%. This was possible only because of your unwavering commitment towards the goal.

We thank you all for your support.

Warm regards,

Mr. Vaibhav Saraf

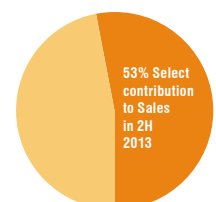
GM, Sales & Marketing

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Replacement Sales Trend and Select Contribution in 2nd Half 2013

2nd Half 2013 proved to be very successful in terms of replacement sales. The contribution to sales from our Select family was 53% during the period.





Select Appointments

Member Name	Branch	Month
Sri Lakshmi Tyres	Ghaziabad	December 2013
Amrut Enterprizes	Rajkot	December 2013
Swastik Tyres	Jaipur	December 2013
Cherry Agencies Pvt Ltd	Bangalore	December 2013
EZ Drive Wheels	Hyderabad	December 2013
Balaji Krupa Tyres	Pune	December 2013
Karad Tyres	Pune	December 2013
Newbharath Tyres India Pvt Ltd Concept Store	Ernakulam	December 2013
Tyre World	Indore	December 2013
Mishrilal and Sons	Pune	December 2013

Environment & You - CSR Activity at Select Super Concept stores

We continued with our CSR Activity 'Environment & You', a drawing competition for kids at some of our Bridgestone Select Super Concept Stores. The children were given drawing materials and a theme of 'Environment & You', to express their understanding and perception of the environment today. The Drawing Competition carried the message of protecting the environment from the kids to their parents. The activity was carried out at:

SGS Wheels – Pune



Lotus The Car Shop – Bangalore



Tyre Dynamics – Ghaziabad



Shivas's New Concept Store – Bangalore



Four One Group – Ernakulam





B-290 Launch

Bridgestone is proud to announce the launch of the new exclusive tyre B-290. B-290 is developed using modern design with dynamic looks, wide appearance and attractive sidewall. The wide grooves help in providing better handling and braking in wet conditions. The bigger and stiffer blocks also enable good braking in dry conditions. Closed shoulders produce less noise thus improving the ride quality. Its' deep tread and wear resistance compound account for better fuel efficiency and superior tyre life.

The tyres are specially made for the Indian market and promise to provide a great driving experience for the Indian consumers. It will be available in 25 sizes across the nation.



BRIDGESTONE
Your Journey, Our Passion

B290

ALL-ROUND TYRE FOR ALL-ROUND PERFORMANCE

- Excellent Braking on Wet Surfaces
- Superb Dry Braking
- Comfortable Ride
- Fuel Efficient
- Superior Tyre Life
- Wide Appearance
- Attractive Sidewall Design

BRIDGESTONE INDIA PRIVATE LIMITED
Please send your feedback to customer-care@bridgestone.co.in

www.bridgestone.co.in
www.select.bridgestone.co.in

Call toll-free:
1800 222 088

Poster

CAUTION
Read the tyre placard and the tyre sidewall for correct tyre size and load capacity. Do not exceed the maximum load capacity or speed rating. Do not mix different tyre types on the same axle. Do not mix different tyre types on the same axle. Do not mix different tyre types on the same axle. Do not mix different tyre types on the same axle.

What makes B290 an all-round performer?

- SAFETY IN WET**: Excellent wet grip performance.
- DRY BRAKING**: Superior dry braking performance.
- COMFORT RIDE**: Reduced road noise and vibration.
- RELEASE**: Superior handling and steering response.
- MODERN DESIGN**: Attractive sidewall design.
- 4CP Tread Profile**: Superior wet grip performance.
- 5-Pitch Variable Tread and 3D Triangle Blocks**: Superior dry braking performance.

B290 ALL-ROUND TYRE FOR ALL-ROUND PERFORMANCE

Toll Free: 1800 222 088

Tyre Leaflet

B290

ALL-ROUND TYRE FOR ALL-ROUND PERFORMANCE

BRIDGESTONE
Your Journey, Our Passion

Tea Coasters

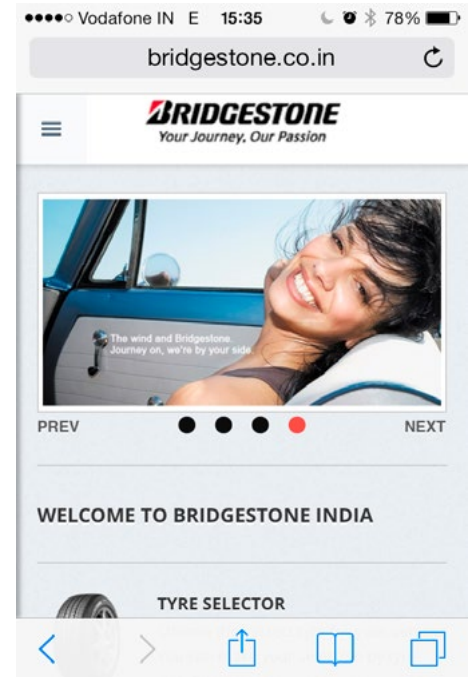


New Bridgestone WAP Site

In India, today we have 51 million smartphone users and the count is increasing rapidly. There is 89% increase in smartphone users today compared to 2012. People view and get information about various product and brands through smartphones. Keeping up with changing times, we are happy to inform you that we have developed Bridgestone India's WAP site and it's now live.

You can check out this site by typing www.bridgestone.co.in on your Smartphone. This website will enable the users to know about:

- Bridgestone Corporation
- Bridgestone India
- Latest News
- Tyre Selector
- Tyre Care Reminders
- Tyre Care Tips
- Dealer Locators
- Latest Promotions
- Contact Details



Retail Audit

We would like to inform you that we would be conducting a detailed "Store Retail Audit" for 2013 at our esteemed Select & Select Super Outlets as per the details mentioned below:

• **Period of Audit:** November to December 2013

• **Parameters/Weight/Auditor Details:** (in %)

S. N.	Retail Audit Parameters	Concept	Select
1	Core Policies/Shop Infrastructure	23	17
2	Financial Discipline	11	11
3	"RCP" Adherence	18	18
4	Loyalty to Bridgestone	9	9
5	Retail Initiatives	25	23
6	Customer Experience by Telephone	4	12
7	Customer Friendliness	10	10
	TOTAL	100	100

Objective of Audit:

- Reward the "Select Members" who adhere to the BSID Basic Retail Policy
- Motivate the Select Members to qualify for the highest levels of Retail Store Management
- There will be a basic qualification criteria* for Select Members to be eligible for a reward
- One Select & One Select Super (Concept) Store will be selected as National Champion for the Grand Prize.

We sincerely hope that the above will prove to be motivation to all our esteemed Select Members towards improving the retail aspects of Tyre Trade in line.

POS Installation & SOP Training

With the continuing hard work and efforts of our Retail team, we have successfully completed the POS Installation and SOP Training till date at 252 stores. Branches covered: South Delhi, Faridabad, Trivandrum, Ernakulam, Calicut and more.

