



Numero Uno

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

Keep yourself updated!

July 2011

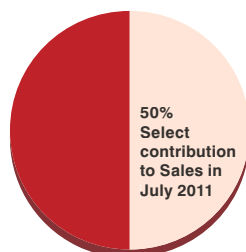


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Replacement Sales Trend and Select Contribution in July 2011

The contribution to Sales from our Select family was 50% during the month of July 2011.



Dear Select Members,

It's a proud moment for us and a happy moment for our mother earth. We are launching the new range of eco-friendly tyres – Ecopia, crafted with a keen eye on both the environment and on engineering, ECOPIA EP100A offers the green-conscious consumer today, the best of both worlds. It was launched in Bangkok under great media attention.

To add to this mega launch, we had another important launch of Tiara brand of alloy wheels in collaboration with Ash Wheels & Accessories. It was launched exclusively in our Select Stores located at Bangalore, Chennai and Coimbatore in July 2011.

We are happy to introduce two new members to our Select family Vishal Tyres (Pune), Murli Tyres (Nagpur) during this month.

Our Select family has contributed a whopping 50% to the total sales this month. Despite all the odds this year, we have exceeded our sales target, all thanks to the efforts of each and every one of you.

Warm regards,

Mr. H. Mori
Director – Sales & Marketing

Ecopia Tyre Launch in Bangkok

In line with our philosophy of serving the society with superior products and giving consumers the products that are safe, reliable and eco-friendly and in its endeavour to save and protect the environment, Bridgestone India has introduced a new range of specialized eco-friendly tyres, ECOPIA EP100A in Bangkok amongst much media fanfare.

The word ECOPIA is derived from Ecology and Utopia and represents Bridgestone's Eco Activity as a flagship brand.

Ecopia tyres are silica-based and have the following USPs:

- Premium category product
- Has well-balanced performance with low rolling resistance which increases the fuel efficiency
- Reduces CO₂ emission which is the chief reason for global warming
- Maintains Bridgestone's high-quality and safety performance

The launch took place in the vibrant city of Bangkok at the Thai Bridgestone Proving Ground on 29th July, 2011. The occasion was graced by the presence of Mr. H. Tanigawa (Managing Director, BSID), Mr. H. Mori (Director - Sales & Marketing, BSID), Mr. Morimoto (G.M. - Technical Sales Department, BSID) and Mr. Vaibhav Saraf (G.M. - Sales & Marketing, BSID). Speaking on the occasion, Mr. H. Tanigawa expressed, "The new ranges of tyres are in range of our mission to help ensure healthy environment for the current and future generations. The USP of this range promises reduced rolling resistance without undermining safety in tyre aspects such as wet and braking performances. With the changing emission norms around the world, it was necessary to come up with this range to support auto manufacturers and moreover we are a socially responsible corporation".

A product launch of this magnitude would always require some media exposure. 13 journalists from Zig Wheels, Auto India, Top Gear, Overdrive, Auto Car Professional, BS Motoring, CNBC TV 18, Bloomberg UTV, DNA and Loksatta were also taken to Bangkok to ensure that the launch was well covered in various media verticals.

Ecopia combines eco-friendliness and advanced technology to help the environment which is the need of the hour. We must save our planet in all possible ways and this product is just one the many eco-friendly solutions we have in our stores.



Welcome speech by
Mr. H. Tanigawa, M.D., BSID



Overview on Bridgestone Globally &
Bridgestone India by Mr. H. Mori, Director
– Sales & Marketing, BSID

Ecopia Tyre Launch at Bangkok



Marketing Strategy of Ecopia by
Mr. Vaibhav Saraf, G. M. –
Sales & Marketing, BSID



Technical Aspects of Ecopia by
Mr. Morimoto, G. M. –
Technical Service Dept., BSID



Wet Handling Test



Slope Test with Ecopia, ER300 & B250



Wet Test Score Board



Tricycle Test

Local Activities Conducted Across India (July 2011)

In order to support the Sell-out Scheme (Killer Travel Kit) at local level, various activities were carried out with our esteemed members. The following activities were executed at a pan-India level:

1. Workshop Meet
2. SMS Campaign
3. Mechanic / Taxi Owners' Meet
4. Leaflet Distribution
5. Free Tyre Check-up Camp
6. Scrolling Ads in local cable TV Channels
7. Local Newspaper Ad, etc.
8. Scheme Hoardings

These activities have not only helped to increase the awareness of the Sell-out Scheme but also helped increasing the foot-falls at various counters.

CAMPAIGN SHREE TYRES



Canopy set-up in front of the dealer counter with display of G-III, ER-60 and MY01 types along with scheme POP material.



Distributing scheme leaflets to cars parked near Select Centres



Explaining customers about the benefits of premium patterns such as G-III, ER60 & AR10.

Local Activities Conducted Across India (July 2011)

**Jayalaxmi Trading Company: Mechanic OEM
& Garage Owners' Meet**



Customers queries were clarified regarding the Tubeless Tyre Repairs, Alignments, future products by dealers and the Bridgestone staff.



Introduction about the Company



Interaction Session with the participants



Gifts distribution

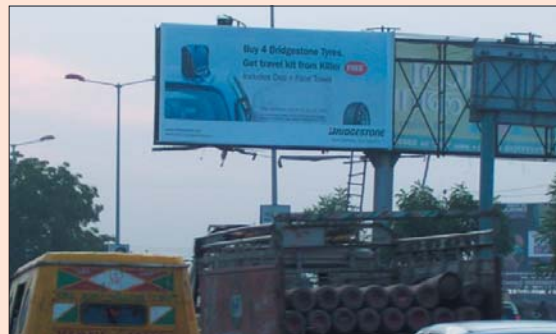
Sell-out Scheme (Killer) - Outdoor

To create awareness for our Sell-out Scheme, we had an excellent outdoor campaign in 38 cities across India. This campaign received great response and the cities that were covered were:

1. Aurangabad, 2. Nanded, 3. Ahmednagar, 4. Kolhapur, 5. Goa, 6. Kota, 7. Udaipur, 8. Jodhpur, 9. Rajkot, 10. Baruch, 11. Mangalore, 12. Calicut, 13. Kollamb, 14. Thiruvananthapuram, 15. Madurai, 16. Trichy, 17. Salem, 18. Vijayawada, 19. Raipur, 20. Bhilai, 21. Rajahmundry, 22. Karimnagar, 23. Kurnool, 24. Ananthpur, 25. Jalandhar, 26. Patiala, 27. Amritsar, 28. Chandigarh, 29. Panipat, 30. Ambala, 31. Hissar, 32. Ghaziabad, 33. Varanasi, 34. Bareilly, 35. Haridwar, 36. Guwahati, 37. Bhubaneshwar, 38. Ranchi.



Ambala - Kapda Market Agrsen Chowk



Ghaziabad - Mohan Nagar ITS College



Ranchi - Mecon Chowk



Bareilly - Chauki Chowraha



Kolhapur - Market Yard

Sell-out Scheme (Killer) - Outdoor



Mangalore - Pumpwell Circle



Guwahati - Zoo Road



Bharuch - Kasak Road



Goa - Ponda - Madgaon Highway - Ambora



Jodhpur - Akhiliya Chauraha



Thiruvananthapuram
Kazakkootam Bypass Road Nr. Techno Park

Tiara - Alloy Wheels Launch



Bridgestone India Pvt. Ltd., in collaboration with Ash Wheels & Accessories (AW&A), is happy to announce the launch of Tiara brand of alloy wheels for our Select Members.

It was launched exclusively for our Select Stores located in Bangalore, Chennai and Coimbatore in July 2011. We plan to launch Tiara at other locations across India in a phased manner by the end of September 2011.

This range of exclusive, thoroughly quality-checked and high-end alloy wheels will be available only at Select

and Select Super Stores. They come with a full year's warranty and efficient after-sales service from AW&A. Regular training on the product, sales and claim-handling will be provided by Bridgestone to Select Members. Tiara products are meant solely for premium consumers, and the seamlessly excellent consumer experience provided will go a long way in further enhancing our brand image and the revenues.