



Numero Uno

Bridgestone Retail
Newsletter

Keep yourself updated!

February 2011

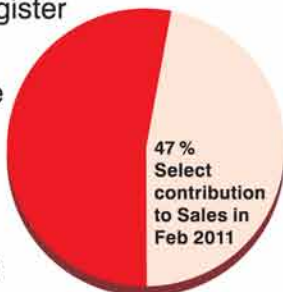


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Replacement Sales Trend and Select Contributions in February 2011

The month of February '11 proved to be very successful in terms of replacement sales and we could register a significant growth compared to the same period last year. The contribution to sales from our Select family was 47% during the period.



Dear Select Members,

Welcome to yet another edition of Numero Uno. I am proud to announce that Bridgestone India Private Limited has signed up as the Associate Sponsor of the Mumbai Indians (MI), the most followed franchisee of the Indian Premier League for a period of three years. This is the first time that the brand is associating with the popular game of cricket in the country and has handpicked Mumbai Indians for the association as both share a "Passion for Excellence". The Mumbai Indians players including the nation's icon, Sachin Tendulkar, stand for determination and commitment in the true spirit of cricket, which is not just a game but a passion for most Indians. We hope this association will benefit both brands. I wish them the very best for the new IPL season.

Adding a new aggressive pattern in our sports category, we are pleased to announce the launch of MY-01 Tyres. MY-01 has a stylish yet sporty design and provides excellent handling. This product targeted towards the youth was made available from February 2011 at all stores all over India. Let's all work together in making this product another grand success in the Indian market.

I am very happy to report that the percentage increase in sales for February 2011 was significant and the contribution to sales from our Select family was a phenomenal 47%! I applaud each and every team member for their efforts and commitment.

Warm regards,

Mr. H. Mori
Director (Sales & Marketing)

Select Appointments (February 2011)

Dealer Name	Branch	Month
Arihant Tyres	Jaipur	Feb. '11
Sujan Tyres	Madurai	Feb. '11

Select Upgradations (February 2011)



Wheel Care, Dombivali



Tyre Point, Pune



L N Garodia, Dibrugarh



Bhubaneshwer Tyres, Bhubaneshwer



Gugnani Tyres, Bhubaneshwer

Select Upgradations (February 2011)



Pramukh Tyres, Mehsana



Pavan Tyres Agencies, Anantapur

Select Inaugurations (February 2011)

Indore - Malwa Tyre Sales & Service



We are very happy to announce the launch of our Select Showroom with "Malwa Tyre Sales & Service" in Indore. The showroom was formally inaugurated on Sunday, February 6, 2011, by Mr. Ajay Sevekari (Director, HR & A and Logistics, Bridgestone India Pvt. Ltd.).



Hyderabad - PKR Wheel Aligners



We are very happy to announce the launch of our Select Showroom with "PKR Wheel Aligners" in Hyderabad. The showroom was formally inaugurated on Thursday, February 10, 2011, by Mr. S. Venkitachalam (DGM, South & South East, Bridgestone India Pvt. Ltd.).



Select Inaugurations (February 2011)

Anantapur - Pavan Tyres Agencies



We are very happy to announce the launch of our Select Showroom with "Pavan Tyres Agencies" in Anantapur. The showroom was formally inaugurated on Wednesday, February 16, 2011, by Mr. Vaibhav Saraf (General Manager, Sales & Marketing, Bridgestone India Pvt. Ltd.).



Mehsana - Pramukh Tyres



We are very happy to announce the launch of our Select Showroom with "Pramukh Tyres" in Mehshana. The showroom was formally inaugurated on Saturday, February 19, 2011, by Mr. Vaibhav Saraf (General Manager, Sales & Marketing, Bridgestone India Pvt. Ltd.).



Pune - Tyre Point



We are very happy to announce the launch of our Select Showroom with "Tyre Point" in Pune. The showroom was formally inaugurated on Tuesday, February 22, 2011, by Mr. Vaibhav Saraf (General Manager, Sales & Marketing, Bridgestone India Pvt. Ltd.).

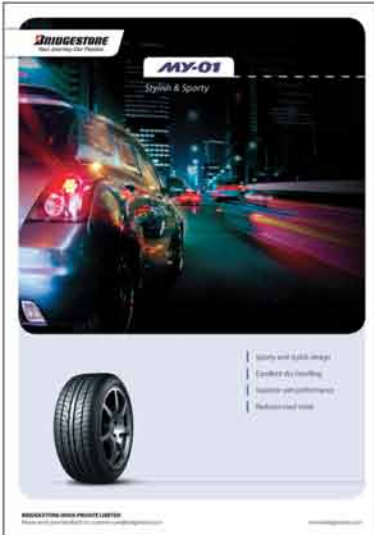


BRIDGESTONE & MUMBAI INDIANS TIE-UP



We are happy to announce the tie-up with Mumbai Indians in the Indian Premier League season starting from 2011, for a period of 3 years. We will be associated with Mumbai Indians as Associate Sponsor and our logo will appear on the non-leading arm of the Mumbai Indians' jersey. This is the first time we are associating with the popular game of cricket in the country and has handpicked Mumbai Indians for the association. Mumbai Indians, led by the iconic player Sachin Tendulkar, has added some exciting talent for IPL IV, including explosive all-rounders Andrew Symonds and Rohit Sharma. Mumbai Indians has stars like Harbhajan Singh, Lasith Malinga and Kieron Pollard who have been part of the campaign, which saw the rise of Mumbai Indians as the most consistent and successful team in Season III. Mumbai Indians has exhibited cricketainment to its fans all over the world. The players stand for determination and commitment in the true spirit of the game of cricket. As its our debut in the IPL, we believe that Mumbai Indians is a perfect fit for us to partner. We believe this partnership will benefit both the brands, on and off the field.

NEW PRODUCT LAUNCH: MY-01



At Bridgestone, it has always been our constant endeavour to innovate and expand our product portfolio further and offer the latest technology to our customers. MY-01 is a new aggressive pattern in our sports category. The tyres boast of a sporty and stylish design, and at the same time ensures an outstanding handling ability.

FEATURES

- Sporty and stylish design
- Excellent dry handling
- Superior wet performance
- Reduces road noise

We are looking forward to your support throughout in making this product a grand success in the Indian market.

SIZewise DETAILS OF MY-01:

Size	Pattern	Type
175/60 R13	MY-01	T/L
185/60 R14	MY-01	T/L
185/65 R14	MY-01	T/L
185/70 R14	MY-01	T/L
205/60 R14	MY-01	T/L
195/55 R15	MY-01	T/L
195/60 R15	MY-01	T/L
195/65 R15	MY-01	T/L
205/60 R15	MY-01	T/L
205/55 R16	MY-01	T/L

BRAND POSITIONING

MY-01 is positioned primarily to give the youth and the young-at-heart exactly what they desire – tyres that are sporty, stylish and excellent to handle. The tyres guarantee a silky driving experience as it reduces road noise.