

## TBR Dealers visit to Bridgestone Head quarter & Truck Center at Japan

Bridgestone India is pleased to announce that it had conducted a successful foreign trip for its TBR family partners in Japan in April 2015

The trip was aimed at building up of relationship, encouraging the channel partners to boost the sales. The program also helped in imparting the Bridgestone Group values and mission of "Serving Society with Superior Quality through the dealership network.

The group of 49 dealers had the opportunity to visit Bridgestone's Headquarters at Japan to meet the top management. During this meeting, there was discussion about the business strategy of the future and exchange of ideas for the betterment of TBR business in India. This was then concluded by a truck center visit where our dealers could have a look at technology and operations of Truck center facilities in Japan

During the trip, our channel partners enjoyed the local culture and traditions of Japan. Dealers and their family members took pleasure of the vibrant atmosphere of Japan and enjoyed attractions like Mount Fuji, Bullet train ride and Tokyo Tower.

We congratulate all participating dealers for their efforts throughout 2014. Bridgestone India looks forward to this continued partnership with channel partners who represent us in the Market, providing quality products and service to customers

