

Bridgestone Korea to participate in the 11th GO OUT CAMP

Bridgestone Korea announced that the company will participate in the 11th 2019 GO OUT CAMP to be held from April 26th to 28th at Seokgaeng-E auto camping site in Taean-gun, Chungcheongnam-do.

Displaying new tires and holding various game events

Bridgestone Korea have participated in the GO OUT CAMP for seven consecutive years since 2014. Campers have acknowledged Bridgestone Korea's commitments to raising drivers' awareness of safe driving and customer services through various events such as free tire check and promotional events and games with abundant gifts. This year, Bridgestone Korea will introduce new products and hold 'time events' and 'hashtag events' for the participants at its promotional booth.

At the promotional booth, Bridgestone will showcase 'Turanza Serenity Plus' and 'ALENZA 001'. The company also offers a variety of prizes and giveaways to the games and events participants, such as Daemyung Resort accommodation, Daemyung Waterpark voucher, beach towels, and Bridgestone golf balls.

Holding photo print service and random prize event in collaboration with 'Hashsnap'

Bridgestone sets up the photo kiosk sponsored by Hashsnap for festival participants to print out photos instantly and participants will get giveaways on random base. If participants take photos with tires or Oronamin C boards, and post the photos on their own Instagrams, they can instantly print out the photos uploaded through the photo kiosk. All participants will be presented with 2 bottles of Oronamin C and a nonwoven bag. Lucky winners who have 'B' stamp on his/her photos will get a 10,000-won voucher for Paris Baguette.

GO OUT CAMP is the biggest camping festival in Korea which has been held every year since 2012. GO OUT CAMP 2019 includes a variety of outdoor programmes like experience zone, music performances, cooking and woodworking classes as well as camping programmes. Camp participants can relieve their stress and be refreshed through the festival.

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