

BRIDGESTONE TIRE SALES KOREA LTD.
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Bridgestone Tire Sales Korea Appointed Kim Hun-Young as New Head of Operations

Bridgestone China Asia Pacific Established KSAEM



Bridgestone Tire Sales Korea(www.bridgestone-korea.co.kr, hereinafter referred to as Bridgestone Korea) appointed the first Korean representative since its establishment.

Bridgestone China Asia Pacific(CEO: Yoshikazu Shida), a regional headquarters covering China and Asia Pacific areas, has established KSAEM (Korea, Singapore, and ASEAN Emerging Market), which oversees emerging markets like Korea, Singapore and Asia, and

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promoted Yoshida Kensuke, CEO of Bridgestone Korea, to the general director of KSAEM. Yoshida Kensuke will be working in Singapore from January 1st, 2019.

Kim Hun-Young, sales director of Bridgestone Korea, will be promoted to the new head of Bridgestone Korea. Since joining Bridgestone Korea in 2003, Kim Hun-Young has contributed greatly to the continued growth of Bridgestone Korea. He has experienced various business fields including sales of sedan, truck and bus tires, marketing and management planning.

"It is a great honour of being the first Korean head since Bridgestone Korea Corporation was established," said Kim Hun-Young, a new representative of Bridgestone Korea. "Although competition is getting fierce in the Korean market, we all together will do our best to increase the market share of Bridgestone with the pride of being the world's best in terms of product and service quality. To this end, we will expand our product lineups with general-purpose and environment-friendly tires in addition to the existing performance-oriented product lineups, thereby broadening our consumer choice. We will focus on strengthening the communication with domestic dealers and suppliers and building trust that everyone can co-grow." added Kim.

"Korea is a country with a world-class automobile industry, and the matured tire industry driven by domestic tire manufacturers. Korea has a great potential. I am looking forward to the concert with Mr. Kensuke Yoshida, new general director of KSAEM, and Kim Hun-Young, new representative of Bridgestone Korea.", said Yoshikazu Shida, CEO of Bridgestone China Asia Pacific.

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