

Bridgestone Korea holds an Instagram event with the opening of POTENZA Adrenaline RE004 booth at Vivaldi Park



Bridgestone Tire Sales Korea (www.bridgestone-korea.co.kr, Bridgestone Korea, henceforward), a subsidiary of Bridgestone Corporation, the world's No. 1 tire company, has completed a renovation of its display booth at 'K1 Speed Centre' at Vivaldi Park, Hongcheon, Gangwon-do. Bridgestone Korea is holding a promotional event of Instagram photo post and print for visitors.

Bridgestone Korea launched the 'Bridgestone Potenza Adrenalin RE004' tire in Korea on April 16th, and opened a display booth of Potenza Adrenalin RE004 at Vivaldi Park.

In commemoration of the opening, Bridgestone Korea holds an Instagram post/hashtag and photo print promotions for the booth visitors until May 2021.

Visitors can participate the event by following the Bridgestone official Instagram account and posting photos that she/he has taken at the Bridgestone booth to the individual Instagram with the hashtags (#Bridgestone Tire, #Potenza RE004, #Vivaldi Park, and so

on). Participants can also develop the photos they have taken through a photo kiosk at the booth.

Prize event through lottery will be took place every month from April 2020 to May 2021 to select winners to whom one 50,000-won gasoline voucher, 10 Bridgestone tumblers or ice bottles, and 20 Starbucks coffee gifticons will be given every month. Winners will be announced and posted on the Bridgestone official Instagram account every last Wednesday of the month.

“I hope this event can help make happy memories with their families, friends and couples who have visited the Bridgestone Potenza Adrenaline RE004 booth at Vivaldi Park. We will organize various promotional programmes to reach and communicate more directly with our customers.”, said Henry Kim, Bridgestone Korea CEO.



K1 Speed in Vivaldi Park is the first K1 indoor kart racing center in Asia. It is a facility where people can enjoy the speed of automobiles regardless of weather. The indoor kart racing center has become a daily sports and leisure facility in advanced countries.

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