

Bridgestone Korea holds a promotional event to celebrate the opening of its brand instagram

Bridgestone Tire Sales Korea(www.bridgestone-korea.co.kr, Bridgestone Korea henceforward) a subsidiary of Bridgestone Corporation, the world's No. 1 tire company, strengthens direct communications with customers by opening an official brand Instagram account.

Bridgestone Korea launched an official brand Instagram channel to increase consumers' understanding of Bridgestone brand value and to deliver accurate information directly to consumers. This is to keep pace with changes in the tire consumption market under the pressure of diversification of car models and increase of imported car sales.

Bridgestone Korea holds 'Onset Quiz' event from April 6th to 17th to celebrate the opening of its official Instagram (www.instagram.com/bridgestone_korea/).

Anyone can participate in this event by following the Bridgestone Instagram account and writing a comment with a correct answer to the quiz. If you tag your friends on the post as many as possible, you have a higher probability to win. The winners will be announced and be noticed individually by DM on April 22nd.

Quiz winners will be given various award gifts: four new Bridgestone POTENZA tires to the first winner; ten tumblers and twenty Starbucks Ice Americano gifiticons to the other winners.

Bridgestone Korea is to interact with customers directly on social networks by preparing new events and information on tires and tire maintenance and campaign contents for 'Customer Journey' and prize-winning events.

In addition, Bridgestone Korea's official YouTube channel will be launched in April. Brand campaign videos with the theme of 'Customers Journey' and test videos of Bridgestone flagship products which can help consumers choose tires are to be loaded on the YouTube. Promotional videos about B-Select and BFP are also found in the YouTube.

"Bridgestone Korea takes the first step in interactive communication with customers through social network service. This has a meaningful value for us to get closer to our customers via interactive communications through SNS. We will provide customers information about from tire purchasing to safe and pleasant driving. We will do our best to deliver informative and enjoyable news.", said Henry Kim, president of Bridgestone Korea.

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