



BRIDGESTONE PRESENTS COMMUNICATION CAMPAIGN

Starting signal for “Chase your dream. No matter what.”

At the end of April, Bridgestone gave the starting signal for its communication campaign “Chase your dream. No matter what.” at the German Olympic Sports Association (Deutscher Olympischer Sportbund - DOSB) in Frankfurt. The campaign is part of a worldwide partnership with the Olympic Games – with Fabian Hambüchen (gymnastics), Kristina Vogel (track races) as well as Laura Ludwig and Kira Walkenhorst (beach volleyball) as four ambassadors of the tyre manufacturer’s campaign.

In spite of many obstacles, the four athletes never gave up and kept on fighting in order to fulfil their dreams of an Olympic victory. The campaign and the ambassadors’ achievements are meant to inspire people to fight for their dreams. In the framework of a press conference at the location of DOSB in Frankfurt, the Olympic winners described in an impressive way how they overcame blows of fate. These stories carry indeed the potential to turn the campaign “Chase your dream. No matter what.” into a source of inspiration. Bridgestone wants to become more visible with the campaign in Germany as partner of the Olympic Games. The Japanese company is the first tyre manufacturer cooperating with the “Olympic Movement”.

Emotionality for the brand

“The Olympic Games and its global presence

offer an ideal platform for a worldwide operating company like Bridgestone”, explained Andreas Niegsch, Managing Director Central Region (CER). According to Niegsch, the goal of the Olympic Movement, which consists of bringing people together and supporting peaceful and harmonious encounters based on doing sports, goes well together with Bridgestone’s values. “We also focus on bringing people together and making them arrive safely at their destination – no matter under what conditions. Mobility and safety are our main principles and we have been following our company founder’s mission for more than 85 years: Serving society at the highest level of quality. Olympic Games fascinate and inspire people all over the world. We developed this campaign in order to transfer this emotionality to our brand”, added Niegsch. On behalf of Alfons Hörmann, President of DOSB, who did not attend, the following was

announced: “We highly appreciate that a worldwide Olympic Partner shows its commitment even in a year without Olympic Games and thus focuses on the values of the Olympic Movement. These values will accompany sportsmen and sportswomen on their long and hard way to reach out for the Games all over the world. At this very moment, countless young people are training in order to get a position in Team Germany and to take part in the Olympic Games. Partners like Bridgestone will enable future top athletes in the first place to be able to follow their dreams already today”.

Responsible people at Bridgestone used short film contributions to emotionally look back on the brand ambassadors’ triumphs during the Olympic Games in Rio. “Since my childhood I was dreaming of taking part in the Olympic Games and winning a gold medal”, said Fabian Hambüchen, who was



Kristina Vogel and Fabian Hambüchen, surrounded by former sports presenter, Wolf-Dieter Poschmann (l.), and Andreas Niegsch, Managing Director Central Region.

born in Bergisch Gladbach. He spent a lot of time on watching videos with his role models and internalizing any tiny detail. At the Olympic Games in Peking in 2008, he barely missed out on the gold medal and returned even more determined – and had to suffer a further setback. “When getting prepared for the Olympic Games in London in 2012, I injured my Achilles tendon and had to reduce my training for months”, illustrated Hambüchen. After silver in London, there was the final act on the high bar: gold in Rio.

Furthermore, Kristina Vogel impressively described the long journey to her Olympic victory in Rio. Years ahead, she had a collision with a van while cycling. “I had an endless number of broken bones in the thoracic spine, cheeks and hands. Moreover, I lost six teeth and suffered from deep cuts in the upper body, neck and face. When she was in a coma, she was neither able to speak nor to breathe on her own. Her dreams of track racing seemed to be over. “ I had to fight through rehab, bought a new bike and just put myself on the saddle. Giving up had never been an option for me,” explained Vogel. After winning gold in the team competition at the Olympic Games in London in 2012, she secured the long-awaited individual sprint gold in Rio – in a final without saddle.

The German beach volleyball team, consisting of Laura Ludwig and Kira Walkenhorst, represents the team spirit in the Bridgestone communication campaign. The team, which

has been playing together since 2013, was united by the dream of an Olympic gold medal in beach volleyball. When Walkenhorst came down with kissing disease, Ludwig did not leave her. “I know what it means to be in such a situation. I used to suffer from serious health problems myself. When the Olympic Games in Rio in 2016 came closer and she still was not really improving, I remained at her side.” The beach volleyball duo achieved one of the most outstanding performances in German sports history. They were able to beat the highly favoured Brazilian team in front of home crowd in the final at the Copacabana.

Failure as chance

Bridgestone focuses as partner on the worldwide radiance of Olympic sports. Far away from the highly commercialized world of football, it will be possible to project an inspirational power to the end consumers



Getting up is popular.

based on these so differing stories and life journeys of the brand ambassadors. The basic idea that failure or overcoming obstacles can also be used as challenge and boost of motivation contains adaptation potential for both society and individual. Concerning sponsoring, Bridgestone's commitment can be considered as particular and clever in the area of tyre manufacturers. Additionally, Olympics offer a media coverage which links super stars with amateur athletes whose sports performance would otherwise remain unnoticed. The start of the Bridgestone campaign was accompanied by the kick-off of the website www.egalwaskommt.de ('no matter what') and a competition. Participants in this event will get support from the company in order to fulfil their personal dreams. Furthermore, Bridgestone will integrate the athletes involved in the campaign in this event in order to reach as many people as possible. The respective sports disciplines and the stories of the ambassadors of the campaign will be in the centre. Bridgestone will also carry out further measures at regional and local level in this country.

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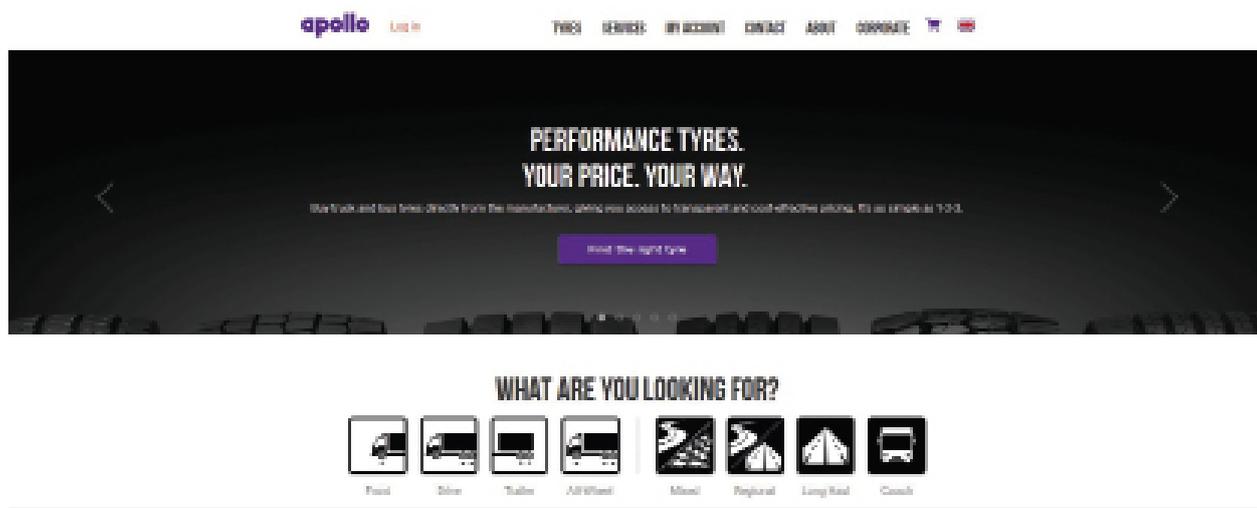
Giving the starting signal for the communication campaign at the German Olympic Sports Association (Deutscher Olympischer Sportbund - DOSB) in Frankfurt.



CHANGE OF STRATEGY

Apollo markets TBR product series exclusively online

When marketing its products in the sector of truck and bus radial tyres, Apollo Tyres will exclusively market them via its online channel ApolloTyresDirect.com from now on. The Indian manufacturer considers itself as pioneer of a new digital go-to-market strategy for the market launch of its TBR product series.



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According to company information, Apollo founded in 1972 is TBR market leader in India with a market share of 25 per cent. Half of the company's production performance consists of truck and bus tyres. "We compete with the best companies in the market and we often even surpass them. Nonetheless, we had the impression that a strong product offer is not sufficient for the European TBR market and we recognized the opportunity to make use of our innovative go-to-market approach", explains, Marco Paracciani, Chief Retail & Marketing Officer. Responsible people fixed the goal to get established in Europe as leading manufacturer of technology for radial truck tyres. In contrast to other tyre manufacturers, the products will exclusively be available via the platform ApolloTyresDirect.com direct from Apollo. Prices are transparent for dealers and fleet operators or municipal companies without any hidden costs. Paracciani assures: "Thanks to our innovative business model we will be able to offer powerful tyres at reasonable prices." The Indians give a value proposition with

the following slogan: "Performance tyres. Your price. Your way."

New TBR product series

"This launch stands for the culmination of a five-year testing and development programme in the UK and continental Europe," says Benoit Rivallant, Group Head of Global Product Management for Commercial Vehicles at Apollo Tyres. "The new range was particularly designed for Europe and was extensively tested over 250 million kilometres in six European countries, in a wide range of applications, by around 50 fleets and many drivers."

Rivallant considers optimizing the process as crucial precondition for the success of this project. "We have found new ways to provide premium tyres how and when our customers need them, whether direct to the end consumer or by offering new service opportunities to dealers. And although we only work online, our customer service teams will of course always be available to help customers, wherever they may be", continues Rivallant.

According to responsible people at Apollo, its strategy focuses on producing, stocking and delivering tyres in a cost-effective

way, so that savings could be passed on to end consumers.

When purchasing tyres through ApolloTyresDirect.com, customers will get a personalized price based on order volume, delivery slot and payment method. According to the company management, criteria such as large orders, advanced planning for orders or delivery, payment in advance or on credit, and even collection from the warehouse in Hamburg, will enable further reductions in the cost per tyre. Buying direct from the manufacturer means as well that once an order is accepted, it will be carried out in a guaranteed manner.

The delivery of Apollo's new European TBR product series will start in the UK, Ireland, Belgium and the Netherlands. Germany and other countries will soon follow with this model. However, countries currently outside the scope of delivery can take advantage of the price models offered at ApolloTyresDirect.com by arranging collection from Apollo's warehouse in Hamburg. The Indian tyre manufacturer will present further details at the Commercial Vehicle Show in Birmingham. (kle)