

MARKETING NEWSLETTER

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#04

Daihatsu-GT Radial Anticipated
Driving Batch 1

TTI Dominates First Series of ISSOM

Second National Calya Sigra Club
Jamboree Held in Lampung



TTI Dominates First series of ISSOM with GT Radial Champiro SX2



Toyota Team Indonesia (TTI) showed its domination during the first series of Indonesia Sentul Series of Motorsport (ISSOM) 2019 after succeed topping the podium in the Indonesia Touring Car Race (ITCR) Max category. TTI's racers Haridarma Manoppo and Demas Agil managed to finish one-two in the category tha was held on April 7. This year's ISSOM experienced a slight change in the name category from the previous year as the category Indonesia Touring Car Championship (ITCC) transformed into Indonesia Touring Car Race. The competition was divided into two categories, namely ITCR and ITCR Max national championships.

TTI used GT Radial Champiro SX2 during the opening series to send the previous year winner in heading the race. in 2018, Haridarma Manoppo succeed to become the national champion of ITCC.

This year, TTI with GT Radial and all of sponsors expected to repeat last year achievement in the 2019 season.

Daihatsu and GT Radial organized Anticipated Driving Batch 1

Daihatsu and GT Radial organized a safety driving campaign by involving communities to raise the awareness about the issue. Daihatsu and GT Radial organized a program called Anticipated Driving where it aimed the Daihatsu cars' owners' communities in several regions in Indonesia. This year, the program will be divided into seven batches and will be held in several regions in Java. Jakarta has chosen to be the first city joined by 60 participants, was held at the Vehicle Logistic Center (VLC) of PT Astra Daihatsu Motor.

As the official partner of the program, GT Radial provided the participants with knowledge about tires. To liven up the agenda, Daihatsu and GT Radial coordinated with Safety Defensive Consultant Indonesia (SDCI). The Anticipated Driving Program does not only present the participants with the basic theory on driving but they were also given the opportunities to practice the theory that have been taught.



Blok M Mall opens The Biggest Car Accessories and Spare Part in South Jakarta

Blok M Mall opened a new car accessories and spare part center, which become the biggest center for South Jakarta area, on April 21. Inviting some business partners and representatives of car communities, the mall introduced the center as the place that offer comforts for its customers.

The center does not only provide accessories and spare part but also an installation place in front of the store. This aimed to ease customers who want to get their car serviced and change the spare part. Another advantage of the new center is that it is built indoor and has a wide parking space. The management has ensured that the place is free from panders. To make grand opening event festive, the management of the store invited business partners, including GT Radials, and representatives from car communities. Through its product GT Radial tire, PT Gajah Tunggal Tbk sponsored the event and appeared with promotions and displayed several types of tires that have went into the market.



Grand Opening New Store of Ottoban in South Jakarta



Ottoban Indonesia, which has opened several stores across Indonesia, continued expanding its business by opening a new store in Jalan Haji Nawi area in South Jakarta. The Haji Nawi's store is Ottoban's fifth shop in Jakarta.

Ottoban Haji Nawi offers a variety of wheels and tires, including GT Radial. Held on April 7, the store opened its new store by inviting the community of Xpander Mitsubishi owners (X-MOC). Customers can visit the store, which is located in the Jalan H. Nawi Ray No. 106 South Gandaria, Cilandak. During its opening day, the store offered 50 percent discount for car wheel installation.

Second National Calya Sigra Club Jamboree held in Lampung

Calya Sigra Club succeed to conduct its second national jamboree in Tahura Wan Abdul Rahman, Lampung, on April 27-28 2019. Using the theme "Stronger We Can", this year's jamboree was attended by hundreds members from several chapters such as Jakarta, Sumatera, West Java, Central Java, East Java, Bali, Lombok, Sulawesi and Kalimantan.

Events like blood donation, bazaar, the disbursement of door prizes and musical entertainment were held to rouse the jamboree. Appeared as the official tire sponsor of the event, GT Radial gave the large size of its Champiro GTX Pro as the reference for the member of communities who want to inch up their tires. The event was also held to educate the information about the tires.

