

# MARKETING NEWSLETTER

JANUARI 2019

#01

As part of its attempt to keep the good relation between the company and the riders, GT Radial held a gathering involving riders from various level

GT Radial, made another achievement by receiving the 500 Brand Champions of 2019



## Greetings,

We thank God for His blessing as we finished the monthly activities report of the Marketing team in January. This report contained marketing activities of PT Gajah Tunggal Tbk, including the Auto Community Clubs, corporate awarding, exhibition and motorsport events sponsored by GT Radial, IRC Tire and Zeneos during January 2019. We realized that this report is far from perfect and we hope to receive feedbacks that we can use as improvement.

Therefore, we hope that this newsletter will benefit and positively contribute to all of us.

Sincerely,

MARKETING TEAM

## Entering 2019, GT Radial holds GT Racer gathering



GT Radial held a gathering involving riders from various level in Veteran Bintaro area, South Jakarta. The aim of this early season gathering was to discuss on the 2019 racing strategies and event calendar with the racers and team. Haridarma Manoppo (TTI Touring Champion Racer), Adrianza Yunizal of the Toyota Team Indonesia (TTI) also

attended the event. TTI General Manager Memet Djumhana was also present at the special occasion. GT Radial Pro drifters comprising of Adi Indiartha, Denny Pribadi, Rocca, Valentino Ratulangi and M. Irdam. From the Rally category division; Yoyok Cempe and Julian Johan were also seen at the event.

# GT Radial Awarded with Brand Champions 2019 Award

Starting off the 2019, GT Radial, made another achievement by receiving the **500 Brand Champions of 2019**. The award was initiated by Infobrand.id, which cooperates with research institute TRAS N CO where both companies evaluates the prominent brands of products that are being marketed in Indonesia. GT Radial is the only tire brand that won such award.

With the award, GT Radial proved that the local tire brand had managed to establish a good brand image among the public. By combining its marketing and selling activities, the brand also facilitated the public with the brand's digital media platform to get better information on its products. GT Radial also developed its own retail concept stores such as Tirezone and Tirexpress across the country in selling their products.



Not only having a rapid progress in the local market, the brand also

successfully has penetrated the global market. GT Radial's success in innovating and producing high quality product is also proven through becoming the supplier of various Original Equipment Manufacturing (OEM) partners.

