

# MARKETING NEWSLETTER

JULY 2019  
#07

1st Car Modification Contest at  
Airport

GT Radial Introduced Champiro  
Luxe

GT Radial - Official Tire Asian  
Gymkhana Slalom

## GT Radial sponsored 1st ever Soekarno Hatta T3 Auto Modified Show

GT Radial became the official tire sponsor for the Terminal 3 Auto Modified (T3AM), the first car modification contest held at the new Soekarno-Hatta international airport. The event was held at the arrival area of Terminal 3 from July, 6-7. Indonesian World Record Museum (MURI) has acknowledged the event as the first car and audio modification contest ever organized at the airport. MURI's representative, Oscar Nusantara Susilo, delivered the Certificate of MURI to Soekarno-Hatta international airport executive General Manager, Agus Haryadi.

183 modified cars lined up in the area of Terminal 3 during the event, attracted attention of thousands of people. Some of those participating has GT Radial tires and liveries to promote GT Radial during the 2 days event. As part of being the official sponsor, GT Radial was honored in giving out the awards to the local participants who won the event's contest.



## GT Radial Introduced Champiro Luxe at GIIAS 2019



PT Gajah Tunggal Tbk (GT) continued to participate at the annual Indonesia's largest International auto show: Gaikindo Indonesia International Auto Show 2019 (GIIAS). The 11-day exhibition was held from July 18 to 28.

This year, the theme for GT is "Moving Towards the Future". The booth, held at the Indonesia Convention Exhibition (ICE) in BSD, Tangerang, has a modern minimalistic look that brings the modern technology vibes to our current and new product line: GT Radial Champiro Luxe.

The New GT Radial Champiro Luxe, focuses on highlighting the tire's performance, is made with asymmetric design that aims to

maximize traction in wet and dry road. The tire is also designed to provide comforts for rides as it appears with minimum level of noise during driving. With the block pattern design that provides stability during maneuvering and turning, the Champiro luxe is aimed for medium to premium passenger car.



**GT RADIAL**  
*Experience the Performance*

## Haridarma and Demas Agil Dominates ISSOM 2nd series with GT Radial Champiro SX2



After triumphing the first series of the 2019 Indonesia Sentul Series of Motorsport (ISSOM), Toyota Team Indonesia's racers Haridarma Manoppo and Demas Agil has managed to give their best in during this second series of the competition.

Racing on July 7, Haridarma managed to reach the first podium for Indonesia Touring Car Race (ITCR) class of ISSOM at the Sentul International Circuit in Bogor, West Java.

Meanwhile, Demas showed his aggressive side and succeed to trailed Haridarma in the third position. TTI's success in the competition was also supported by the performance of GT Radial Champiro SX2 tire used by the racers. GT Radial

has a close B2B relationship with TTI. The two brands have worked closely on the racing strategy and also getting the racer's feedback for our RnD's needed tire improvements.

## GT Radial - Official Tire of Asian Gymkhana Slalom Competition

GT Radial has once again appointed to be the official tire for the 2019 Asia Auto Gymkhana Championship (AAGC) held at the Mandala Krida stadium in Yogyakarta on July 13. The competition was participated by racers from 12 different countries; New Zealand, South Korea, Philippines, Chinese Taipei, Singapore, India, Thailand, Nepal, Malaysia, Vietnam, and Sri Lanka.

The 2019 season was the third time for Indonesia to host the event as it previously organized in Semarang and Bali. It was also the third time for GT Radial in becoming the official tire sponsor and became the local standard tire under the AAGC International regulation.



Under the AAGC regulations, participants are required to use cars with the rear brake of as the only part that is modified. This regulation made to showcase the real competences of the participants as they have to be ready with types of car provided by the organizer.

## Daihatsu and GT Radial Organized Auto Clinic in GIIAS



Auto Clinic Astra Daihatsu Motor with GT Radial partnered up at the 2019 Gaikindo Indonesia International Auto Show (GIIAS). Inviting 17 Daihatsu communities, the auto clinic focused on introducing the new upcoming technology that is predicted to be developed in the future.

During the test drive session, more than 50 members of Daihatsu communities were introduced with the hybrid machine and smart assist technology from the company that is prepared for the future. Smart assist is the smart safety technology that is designed to provide comfort

and safety for Daihatsu Tanto users.

These members were also invited to visit GT Radial's booth. GT Radial also introduced the communities with its new product line; GT Radial Champiro Luxe, designed for comfort and driving performance.



## GT Radial Supports Novice Slalom Racers in National Championship

PT Gajah Tunggal Tbk under its brand GT Radial, showed its commitment to support the 2019 National Auto Gymkhana Championship by supporting the Toyota Team Indonesia (TTI) during the Instaclass session, which aimed to educate / train slalom beginners.

During the first series of the 2019 MLD Spot Auto Gymkhana held at the Arcamanik Sport center in Bandung, West Java, GT Radial appeared during the Instaclass which gave the opportunity for slalom beginners to develop their performance for the future events.

GT Radial also deployed its research and development team during the event to educate the local talents with tire knowledge, air pressure settings, asphalt and concrete trajectory adjustment, which is beneficial to increase the drivers' performances in the competition.

