

MARKETING NEWSLETTER

MARCH 2019

#03

GT Radial Sponsored Saturday Night City Slalom to Celebrate Tangerang City's 26th Anniversary

Toyota Team Indonesia Introduced New 2019 Team Formation

GT Radial and Tosca Organized Safety Campaign

GT Radial Sponsored Saturday Night City Slalom to Celebrate Tangerang City's 26th Anniversary



Celebrating the 26th anniversary of Tangerang City, the Indonesian National Youth Committee (KNPI) and the Government of Tangerang organized an automotive event, Saturday Night City Slalom 2019 on March 23rd. GT Radial is the official tire sponsor in the event which was held in Ayodhya Residence, Kelapa Indah, Tangerang. The event involved 57 participants from several regions across the countries, including Riau, West Java, South Kalimantan, Jakarta, and Banten as a host.

The organizer expected that the event could not only be a form of entertainment for citizens in Tangerang but also be an opportunity for slalom drivers to develop their skills and show their skills and performances. The city mayor Arief R. Wismansyah and the KNPI head of Tangerang chapter Uis Adi Dermawan attended the much anticipated event.

Toyota Team Indonesia Introduced New 2019 Team Formation



responsible in strategy and guiding TTI's racers. Meanwhile, Sabrina Sameh, who was previously known for competing at the motorcycle arena, would fill the women's driver position replacing Alinka Hardianti. Herdiko, who has scored a lot of achievements in slalom category, completed the new formation of the team, which is fully backed by the automotive maker Toyota Astra Motor.

GT Radial, which has been consistently cooperating with TTI in racing, came back to show its support for this year's race. Through

Toyota Team Indonesia (TTI) introduced its new line up for this year's competition with a surprise as the team included unexpected names in the new formation. During the press conference in Park19 Kemang (13/3), Director of TTI, Memet Djumhana announced three new faces, namely Rio Haryanto, Sabrina Sameh and Herdiko, which brings the tagline "Beyond Race" for the 2019 season.

The former Formula One racer, Rio Haryanto was appointed to be the racing advisor where he would be

several of its products such as GT Radial Champiro SX2 and Champiro GTX Pro, the company will continue to support TTI. The racing team will use Champiro SX2 and Toyota Yaris while competing in the Indonesian Sentul Series of Motorsport (ISSOM) for Indonesian Touring Car Race (ITCR) class and Japanese Super Touring Car (JSTC) class. TTI has achieved the No. 1 spot in both ISSOM and Slalom race 2 years in a row since 2017 using GT Radial Champiro SX2 and GTX Pro.



GT Radial and TOSCA Organized Safety Campaign



Realizing the importance of safety driving, GT Radial and Toyota Sienta Community Indonesia (TOSCA) conducted a safety campaign event in Surabaya, East Java, and Semarang, Central Java, on March 9th – 10th. The two-day event, which provided safety campaign in the nation's new

Trans Java toll road, aimed to spread the knowledge about smart driving, understanding on safety features in the vehicles and the information on how to check the vehicles. GT Radial provided three set of Champiro GTX Pro tires during the event. During the convoy, both GT Radial and TOSCA took the opportunity to test the quality of the tires, which is was designed specifically for high performance tuning that also provide confidence while driving along the Trans Java toll road. During the event, TOSCA, which has 1,500 members, also partnered up with the National Narcotics Agency (BNN) to provide seminar preventing drug abuse among the members.

Nissan X-Trail Indonesia Conducts Trans Java Touring to Promote Local Tourism



Nissan X-Trail Indonesia (NXI), which has been cooperating with GT Radial in several of its program, conducted a tourism event called Guyub Wisata Solo on March 7th-9th. The event was started with a touring around the newly built Trans Java toll road in an attempt to promote the toll road that was recently inaugurated by the government. Two hundred participants were involved in the event where they started the journey from the rest area at the kilometer 39 in Cikampek toll road.

The event, which also aimed to raise the awareness of safety driving among NXI members, provided the opportunity for the tire maker to test the quality of its SUV tire line; GT Radial HPY SUV which was used in the touring.

Captiva Indonesia Community Celebrated 4th Anniversary



The car community Captiva Indonesia (KCI), which has more than 1,330 members in 16 chapters across Indonesia, celebrated its 4th anniversary with a touring event named Touring Merah Putih (Red White). The celebration started with a convoy touring around the newly built Trans Java toll road in an attempt to promote the toll road that was recently inaugurated by the government. Members of the community started the trip from the rest area at kilometer 57, passing the newly inaugurated Trans Java toll road and ended their journey in Yogyakarta.

GT Radial sponsored the touring event with Savero SUV tires, which is known for its endurance and stability. The event also proved the quality of GT Radial tire when traversing the Trans Java toll road.