

MARKETING NEWSLETTER

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In a celebration of this year's Eid, Japanese car maker Daihatsu conducted an exodus program for its Daihatsu members and journalists who own Daihatsu cars. Cooperating with tire maker GT Radial, the car producer launched "Daihatsu Sahabat Mudik" to prepare those who wanted to go back to their hometown with some knowledge and tips like maintaining their focus while driving.

In the program, participants were given directions, including how to drive safely during the exodus, through Safety Defensive Consultant Indonesia (SDCI). GT Radial was given the part in educating the participants on the knowledge regarding the tire condition.



Participants of the programs consist of 13 Daihatsu car clubs, namely Daihatsu Taruna Club (DTC), Daihatsu Ayla Indonesia (DAI), Avanza Xenia Indonesia Club (AXIC), Caya Sibra Club (CALSIK), Gran Max Luxio Indonesia (MAXXIO), Taruna Owners (TO), Classy Charade Winner (C2W), Daihatsu Zebra Club (ZEC), Sirion Community (SIC), Terios Indonesia, All New Rush Terios Indonesia, Ceria Club Indonesia, and Daihatsu Xenia Indonesia Club (DXIC).

GT Radial Supported Dug Dug Drift 2019



As part of the effort to develop drifting in the country, Indonesian Drift Community (IDC) and tire maker GT Radial organized a drifting camp at the Aeon Mall, Tangerang, on May 18. In an event that was called "Dug Dug Drift", 74 drifters from the rookie to pro category and the beginners enthusiastically join the event, which was also crowded by the audiences that directly went into the mall.

The drifting camp was designed to provide a training with adequate facilities where it has good asphalt and affordable for privateer.

Professional drifters from GT Radial, who already have scored some achievement, also joined the camp. Besides popularizing drifting, the event was also conducted as an effort to scout new talents for regeneration, so new drifters could compete in the national and international level.

GT Radial Supported Slalom community's Gasssbuburit

GT Radial showed its support for the 2019 Gasssbuburit event held at the CNN Motorsport in Dramaga, Bogor, West Java, on May 26. The event, organized by Family Resort Cakrawala Nuansa Nirwana, brought the concept of slalom training that was closed with a breakfast event together with slalom communities.

Toyota Team Indonesia driver Anjasara Wahyu, who is the national slalom champion and Asian Gymkhana champion, appeared on the event as the instructor for the participant. Anjasara also attended to observe beginners who want to try slalom. The event was expected to create new talents who could develop slalom in the national and international events.

