

## MARKETING NEWSLETTER APRIL 2023













## GT RADIAL THRIVES AT THE 2023 DAIHATSU NGABUBURACE

The Daihatsu Ngabuburace 2023 was an exciting event attended by 21 official Daihatsu clubs, including AXIC, Sirionity, Daihatsu Ayla Indonesia, Sigra Club Indonesia, and Teruci. This thrilling race marked the second time that Astra Daihatsu Motor and GT Radial, Daihatsu's Original Equipment Manufacturer (OEM) partner, have teamed up to host the exhilarating competition.

This collaboration between Astra Daihatsu Motor and GT Radial not only aims to strengthen their relationship with the Daihatsu community but also to provide valuable education for participants. The event offered attendees the opportunity to learn about GT Radial products, sales services, TireZone retail outlets, and safe driving practices through the Safety Defensive Consultant Indonesia (SDCI).







## GT RADIAL SUPPORTS CALYA SIGRA IFTAR ON THE ROAD

Calya Sigra Club (CALSIC) recently organized a heartwarming event called "CALSIC Iftar On The Road for Marginalized Communities." The primary goal of this initiative was to educate the children from underprivileged backgrounds about the importance of giving and nurturing a mindset of sharing. By instilling these values at a young age, CALSIC aims to encourage these children to grow up to be generous and empathetic individuals.

Throughout the event, CALSIC members took to the streets to distribute iftar meals to those in need, fostering a sense of community and togetherness. GT Radial also extended its support to CALSIC for this meaningful activity, further strengthening its ties with the community. The event was made even more memorable with the inclusion of donations, prayers, and a communal iftar meal, bringing everyone together in the spirit of sharing and compassion.







## JAZZ FIT CLUB UNITES FOR IFTAR AND COMMUNITY OUTREACH: CELEBRATING TOGETHERNESS AND SERVICE

On this occasion of Ramadhan, JFC held an iftar together as well as a social service to establish friendship with JFC members, both at the central and regional levels (Chapter/Area).

The bukber event which was held on April 7 2023 took place at the Dream Cafe Senayan Park, then the event continued to the orphanage where the Jazz Fit club gave donations to orphans.

GT Radial took this opportunity to support this event as a form of support for the Jazz Fit Club community in carrying out its social activities.

