



# MARKETING NEWSLETTER

- GT RADIAL ENLIVENS DAIHATSU TOURNAMENT CLUB 2022
- ADM AND GT RADIAL PROVIDE 24HR HOLIDAY ALERT POSTS
- GT RADIAL SUPPORTS AUTO CAR COMMUNITY ANNIVERSARIES





## GT RADIAL ENLIVENS DAIHATSU TOURNAMENT CLUB 2022

PT Astra Daihatsu Motor (ADM) held the Daihatsu Tournament Club 2022 sports tournament on December 18, 2022, at the Daihatsu Sport Center, Sunter. Apart from sports activities, there were also fun games of quizzes, knowledge about Daihatsu, safety driving knowledge, and technical skill contests.

This event was attended by more than 500 participants, aiming for the community and families of Daihatsu users.

As the trusted OEM partner of Astra Daihatsu Motor, GT Radial is committed in always supporting positive activities such as this to promote healthy lifestyle and road safety awareness.





## ADM AND GT RADIAL PROVIDE 24HR HOLIDAY ALERT POSTS

Indonesians have a tradition of going out of town holiday during the Christmas and New Year holidays. Therefore, PT Astra Daihatsu Motor (ADM) provided a Daihatsu Alert Post with 24-hour service, on 24-31 December 2022, at the KM 72A Rest Area of Purbaleunyi Toll Road and KM 102A Rest Area of Cipali Toll Road.

The Daihatsu Alert Post came with a new and modern concept. The post had various facilities such as air-conditioned rest areas, free snacks and drinks, free tire pressure check services, and other entertainment facilities.

GT Radial as a trusted OEM partner of Astra Daihatsu Motor always supports ADM's positive programs such as this to promote public awareness of the importance of safety driving, by always checking their tires and vehicles before taking long trips.





# GT RADIAL SUPPORTS AUTO CAR COMMUNITY ANNIVERSARIES

In December 2022 GT Radial supported several anniversary events and car community gatherings, such as Fortuner Owner Club Indonesia (FORCI), Terios Indonesia, and Proton Club Indonesia (PCI)

These automotive communities celebrated their anniversaries in different locations. The celebration was filled with interesting events such as; convoy touring, blood donation, charity activities to band performances, games and door prizes.

GT Radial supported this activity with a commitment to always maintain good relations with various automotive communities to promote both GT Radial products and its CSR related activities such as safety defensive driving skills and to uphold the local traffic rules.