



# MARKETING NEWSLETTER

- **DEMAS AGIL WINS CHAMPION AT ISSOM 2022**
- **GT RADIAL SUPPORTS CALCIC "CAYO CUP 2022"**
- **SILVER CARS COMMUNITY ANNIVERSARY 9<sup>TH</sup>**
- **8<sup>TH</sup> ANNIVERSARY & 3<sup>RD</sup> NATIONAL JAMBOREE DAIHATSU AYLA INDONESIA**
- **TACI COMMUNITY FAMILY GATHERING**
- **ERCI BADMINTON TOURNAMENT**
- **VELOZITY'S 10TH ANNIVERSARY CELEBRATION**



## **DEMAS AGIL WINS ITCR MAX CHAMPION USING GT RADIAL CHAMPIRO SX2 TIRES AT ISSOM 2022**

The Indonesia Touring Car Race (ITCR) Max Class National Championship held on 13th March 2022 (Sunday) was the 1st round of the Indonesia Sentul Series of Motorsport (ISSOM) held at the Sentul International Circuit, Bogor.

Demas Agil of Toyota Gazoo Racing Indonesia (TGRI) this season raced in the Toyota Yaris. Demas had to work hard starting from the qualifying session to escape the pressure of 2 rising star drivers, Abraham Nadeak and Zarfhan Rahmadi. With his racing capabilities and experience, Demas Agil successfully won the race followed by Abraham Nadeak and Zarfhan Rahmadi.

This is Demas Agil's first win this season for Team Toyota Gazoo Racing Indonesia. Toyota Gazoo Racing Indonesia is also supported by Toyota manufacturer and GT RADIAL through its CHAMPIRO SX2 tires whose performance is always meet the racer's expectation



## GT RADIAL SUPPORTS CALSIC EVENT “CAYO CUP 2022”

GT Radial supports the event of the Cayo Cup Tournament 2022 on Saturday, March 5, 2022, at Neng Ika Sport Center Pemalang, Central Java.

The Cayo Cup is a sporting activity organized by the Calya Sibra Club (CALSIC). This sporting activity consists of various events such as futsal tournaments, badminton tournaments, and online chess, what's even more interesting is the bazaar booths.

This is an event for the Calsic community to strengthen relationships within its community, promoting the importance of family togetherness, sportsmanship, and healthy lifestyle. Winners in this tournament receive prizes in the form of trophies, medals, and coaching money.

GT Radial supports this event as an effort to maintain its relationship with the Calsic community.



## GT RADIAL SUPPORTS SILVER CAR COMMUNITY INDONESIA 9TH ANNIVERSARY

Silver Car Community Indonesia a.k.a SILVERIANS is an automotive community that was founded in 2013. This community is a collection of silver or gray car owners.

On Saturday, March 19, 2022, at MS Indoor Soccer, BSD City Serpong, SILVERIANS held an event for its 9th anniversary with the theme "9row Together With Passion, Family Spirit and Sportsmanship". In this anniversary event, Silverians held a futsal match, social activities with orphans and casual talks between members of Silverians, the Indonesian Motor Association, FK30, and IAS. This event was attended by 100 people. Strict health protocols were also being implemented during the event.



GT Radial also supports the event as a form of support for the automotive community and maintains a good relationship with the Silver Cars Community Indonesia.



## **GT RADIAL SUPPORTS DAIHATSU AYLA INDONESIA'S 8<sup>TH</sup> ANNIVERSARY AND 3<sup>RD</sup> NATIONAL NATIONAL JAMBOREE**

The Daihatsu Ayla Indonesia Community (DAI) is an automotive organization for Daihatsu Ayla car owners.

To strengthen relations within their community and foster a sense of love for the environment, the DAI community held the 3rd Jamboree National in parallel to its 8th anniversary event held on Saturday & Sunday, March 12-13, 2022 at Bukit Waruwangi Padarincang Camp. This event was named "Bengkung Ngariung Bongkok Ngaroyok" which means "Stay together even in times of joy and sorrow". The DAI community hopes to create a long lasting but simple memorable event.

GT Radial also provided support for this event along with other automotive brands. By supporting this event, GT Radial hopes to increase its brand and relationship awareness with the Daihatsu Ayla Indonesia community.



## **GT RADIAL SUPPORTS FAMILY GATHERING TOYOTA AVANZA CLUB INDONESIA COMMUNITY TANGERANG CHAPTER**

Toyota Avanza Club Indonesia (TACI) Tangerang Chapter held a family gathering event supported by GT Radial. The TACI family gathering event was held on Saturday, March 12 to Sunday, March 13, 2022 at Villa Nurul Amir Resort, Bogor.

This event was attended by 150 participants, consisting of children to adults. This family gathering event consists of activities such as: introduction to safety driving on the highway, morning exercise, and outbound.

This activity is an event for the TACI community to strengthen family relationships and solidarity within their community, as well as provide education to members to always drive safely. GT Radial also supports this event as a form of maintaining good relationship Toyota Avanza Club Indonesia community.



# GT RADIAL SUPPORTS ERTIGA CLUB INDONESIA BADMINTON TOURNAMENT EVENT

GT Radial also provided support for the "Morena Cup 2" badminton tournament event held by Ertiga Club Indonesia Depok Chapter (ERCI DC) on Saturday 27 March 2022 at Gelora Bung Karno.

The event was attended by participants from the ERCI Depok Chapter and other chapters. In addition to the badminton tournament, there are also cross-chapter ERCI friendship togetherness, mini bazaars and open tables. This activity was the continuation from the previous successful ERCI DC event when it held a badminton tournament across the Moreno Cup chapters.

The event is aimed to strengthen relationships within their community. Winners in this tournament receive prizes in the form of trophies and medals.

Following to the event's positive feedback, GT Radial is looking forward to continuing supporting the event with Ertiga Club Indonesia in the future.





## VELOCITY TOURING TO YOGYAKARTA TO CELEBRATE ITS 10TH ANNIVERSARY

GT Radial provided support for Toyota Velozity's 10th Anniversary event which was held from Saturday 12 March to Sunday, 13 March 2022 in Yogyakarta.

Velozity celebrated its 10th anniversary by organizing a few activities starting with a touring event from Jakarta to Yogyakarta, social services to non-formal schools, and a safety driving campaign. In addition, there was also a door prize for participants. This event was named "Visionary Soul For The Country" which was attended by 300 participants with 200 Veloz vehicles.

While in Yogyakarta Velozity went on a historical tour to Prambanan Temple and held entertainment such as games and live music. This event is not only supported by GT Radial but also from other automotive brands and coverage from several medias as well.