



# MARKETING NEWSLETTER

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## **HOLIDAY FUN DRIVE 2022 PROVES THE TOUGHNESS OF GT RADIAL TIRES**

After a hiatus for two years due to the pandemic, GridOto.com, together with the OTOMOTIF Tabloid and JIP Magazine, held the Holiday Fun Drive (HFD) 2022 event, starting off at Senayan Park on April 28. This event was held for 11 days until May 8, 2022. The objectives of the HFD are to test and provide reviews of cars, tires, engine, and others.

There were two GT Radial tires that were tested in HFD 2022, namely the Champiro Ecotec tire and the Savero SUV tire. The GT Radial Champiro Ecotec tires which were fitted onto Suzuki Ertiga Sport were proven to be able to save fuel consumption, low vibration & noise, excellent braking and at the same time provide comfort when driving.





While the GT Radial Savero SUV tires, which were fitted onto the Toyota Rush, were proven to be a silent, comfortable, and superiorly reliable and responsive when performing maneuvers on wet road conditions. The Savero SUV tread was specially designed for a low rolling resistance to improve fuel efficiency as well.

Both tires are superior in performance, quality and are also OEM approved. The Champiro ECOTEC tire is the official OEM tire for the All-New Toyota Avanza, Raize, All New Daihatsu Xenia and Daihatsu Rocky. The Savero SUV tire is the official OEM tire for the Toyota Rush, Daihatsu Terrios, Wuling Almaz and more. GT Radial supports the HFD 2022 event as an effort to prove that GT Radial tires are reliable and have excellent performance.





## **PIALA RAJA SPRINT RALLY HELD ‘NGE-GAS LAGI BARENG BEAGLE JOGJA’**

Piala Raja event was a sprint rally championship organized by the beagle jogja rally team with the theme 'Nge-Gas Lagi Bareng Beagle Jogja' at the Donokerto Circuit, Turi, Sleman Regency on May 14 – 15 2022. Piala Raja Sprint Rally Jogja 2022 Round 1 followed by approximately 60 teams from various cities in Indonesia showed off their best rally skills to reach the championship podium.

Raden Mas Gustilantika Marrel Suryokusumo a GT Radial sponsored rally racer as well as one of the rally racing championship initiators, said that the mission of this event was to stimulate sport tourism and hone the talents of young racers in the DIY region. GT Radial participated in the Piala Raja as a form of support for rally racing events in Indonesia.





## **VALENTINO RATULANGI DI TRACK DAY MANDALIKA DENGAN GT RADIAL CHAMPIRO SX2**

Valentino Ratulangi, a national drifter sponsored by GT Radial, participated in the "Track Day Mandalika 2022" event at the new FIA approved Mandalika Circuit, Lombok, West Nusa Tenggara, which was held on 21-22 May 2022.

The special invitation to Valentino and his participation in this special event creates an experience that will last for a while. A few other racers has also been invited to this special event.





# GT RADIAL SUPPORTS COMMUNITIES ANNIVERSARIES

In May 2022 GT Radial supported the Calya Sibra Club (Calsic) Karawang Chapter and Toyota Rush Club Indonesia (TRCI) Bekasi Chapter auto community anniversary events. The Calsic Community celebrated its 3rd anniversary on 28 May 2022, at SuperSplash Waterpark Kartika Residence while the TRCI community celebrated its 4th anniversary on May 29, 2022, at the Trans Park Juanda Apartment, Bekasi.

Though both auto communities celebrated its anniversaries in different locations, the celebrations were filled with interesting programs ranging from charity related activities to band performances, games, and door prizes.

GT Radial is the official tire sponsor who is committed in establishing good relations with both Calsic and TRCI





## ERCI NATIONAL CONFERENCE

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GT Radial supports 2 different Halal Bi Halal events from the Automotive Club & Community Forum (FK3O) and X-MOC Indonesia. The halal bi halal event from FK3O was held on May 15, 2022 at Rasuna Garden Food Street, Jakarta, with the aim of gathering and introducing the national FK3O management.

Meanwhile, the X-MOC Indonesia halal bi halal event was held on 28 May 2022 at the Swiss-Bell Hotel, Tangerang. In this event there are interesting activities, audio contests and modifications to the International Audio Sound Challenge Indonesia (IASCA). GT Radial participated in supporting the event as a form of support for the local automotive communities and maintaining good relations with these communities.