



MARKETING NEWSLETTER

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TGRI WINS 1ST PLACE IN ITCR MAX ISSOM NATIONAL CHAMPIONSHIP 2022

Toyota Gazoo Racing Indonesia won the ITCR Max 2022 National Championship on Sunday (6/11/2022) in a race that lasted for 12 laps at the Sentul International Circuit, Bogor, West Java.

The success of Toyota Gazoo Racing Indonesia in this championship proves that the research and development carried out by all parties throughout this season has generated extraordinary results, especially for the GT Radial Champiro SX2 tires, which proved to be able to compete in every lap and excel in the fierce competition that happened on the track.

The continuous development of the Champiro SX2 able to produce the best performance and lap time consistency. This teamwork of success cannot be separated from the good cooperation with the Toyota Gazoo Racing Indonesia Team.



GT RADIAL OPENS BOOTH AT DAIHATSU WEEK

GT Radial, a close OEM partner of Astra Daihatsu Motor, has recently supported the Daihatsu Week 2022 event, held on 17-20 November 2022 at the Rest Area of the Resta Pendopo KM456 Rest Area A, Salatiga, Central Java.

During the event, Daihatsu showcased its GT Radial Savero A/T Plus fitted Terios 7 Wonders themed vehicle which has successfully explored the archipelago from 2012 to 2022. There were also safety driving talk show, product knowledge of Daihatsu vehicles, and GT Radial tires, which involved Daihatsu car communities in Central Java.



In addition, there were a number of activities at this event, which included free tire checks, free emission tests, and booth bazaars. GT Radial also opened a booth at this event and provided attractive promotion for visitors who made purchases.

This activity is one of GT Radial's and Daihatsu's important collaboration to maintain and strengthen the relationships with new and current customers.



GT RADIAL RECEIVES INDONESIA ORIGINAL BRAND AWARD 2022

At the 2022 Indonesia Original Brand Award event held by SWA Magazine in collaboration with Business Digest, PT Gajah Tunggal Tbk through its line of PCR tire products GT Radial, was again selected as the recipient of the 2022 IOB Award for the CAR TIRE category with VERY GOOD predicate and ranks No.1 (CHAMPION).

The 2022 Indonesia Original Brand Award is given to Indonesian original brands that show the best performance in the midst of Indonesia's increasingly challenging economic conditions.



This is the umpteenth time that GT Radial has been selected for this award, assessed by the survey results of Indonesian brands, based on the advocacy, loyalty and satisfaction aspects, which was conducted on 5000 respondents in 6 major cities in Indonesia.

GT Radial as an original tire manufacturer brand from Indonesia will continue to carry out research and innovations in product development, as well as its services and strive to increase the role of GT Radial products in meeting customer needs.



CHAMPIRO SX2 WINS 2ND CHAMPION IN THE EDUTOWN DRIFT PRIX 2022 FINAL

The Edutown Drift Prix (EDP) 2022 series 6 & 7 (Final) race event was held at the Edutown Arena, BSD, on 26-27 November 2022. A total of 34 participants took part in this event with 3 race categories.

One of the young GT Radial drifters, Billy Anjewa, took part in the EDP event in the Rookie class. In the EDP 2022 final, Billy Anjewa won second place using GT Radial Champiro SX2 tires. GT Radial provides support for the EDP event with the aim of maintaining the brand existence and product awareness of the Champiro SX2 in drifting, where almost all participants also use the GT Radial Champiro SX2 product.



GT RADIAL, TIRE OF CHOICE DURING T3AM

Terminal 3 Auto Modified (T3AM) is a car modification contest that was held at the East Lobby of The Plaza Domestic Terminal 3 Soekarno Hatta International Airport, on Saturday 19 November 2022. There were 220 contestants with a total awarding of 113 modification categories, 30 stance categories and 21 diesel categories.

The contest was also supported by international racers, Amandio and Demas Agil who also showcased their GT Radial fitted champion racing cars for the public. The event was a success and plans for 2023 is in discussion.



GT RADIAL SUPPORTS AUTO CAR COMMUNITY ANNIVERSARIES

In November 2022 GT Radial supported several car communities' anniversaries and gathering events for Calya Sibra Club (Calsic) and Toyota Wish Owner Club (Our Wish).

These automotive communities celebrated their anniversaries in different locations. The celebrations were filled with interesting events, ranging from 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.



GT RADIAL SUPPORTS BIMMERFEST 2022 IN YOGYAKARTA

BMW Indonesia together with official BMW Tunas dealers held the annual Indonesia Bimmerfest (IBF) at Tebing Breksi, Yogyakarta, on November 26 2022. The event became the meeting place for BMW owners, Chapter leaders and members of the BMW Car Clubs Indonesia (BMWCCI). This event was attended by 29 Chapters.

There were various interesting activities at IBF 2022 such as a car display, the new BMW iX electric vehicle introduction, games, cultural contents and other entertainments. GT Radial supports this event as a form of its commitment to support the local automotive communities while also establish good relations with BMWCCI.