



MARKETING NEWSLETTER

GT Radial Receives the
Indonesia Digital Popular
Brand Award 2020

TYCI's "14th TYCI Anniversary"
for Better Indonesia

GT Radial Champiro Luxe Successfully
Won Top Innovation Choice Award 2020

GT Radial Received the TOP Brand Award 2020

Capolaga Nature Tourism
with Ertiga Mania
Jabodetabek Chapter

Jazz Fit Club (JFC)
Celebrates 16th Anniversary

FEVCI Bekasi Raya Touring
and Independence Camping



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GT Radial Receives the Indonesia Digital Popular Brand Award 2020

PT Gajah Tunggal proudly won the Indonesia Digital Popular Brand Award 2020 through the GT Radial brand in the car tire category. This event was held virtually on Thursday, 27 August 2020.

This award was obtained because GT Radial has successfully achieved 3 parameters assessment in the digital world; Search Engine, Social Media, and Website during March 2020 - May 2020.

This survey was conducted by Tras N Co in collaboration with Infobrand.id and ImFocus Certified Google Partners, to 135 product categories and more than 1,000 brands in Indonesia. In addition, GT Radial has successfully met 2 final assessment criterias, namely obtaining a popular score of at least 10,000 Google Results and being in the top 3 position in its product category.

Massive digital developments and uncertain pandemic conditions have an impact on people's behavior in buying products. GT Radial certainly has to deal with this well through one of the most effective ways, namely building strong brand awareness in the digital sphere. Various innovations in the digital world are carried out to provide the best service and convenience for consumers.

"This appreciation is proof that PT Gajah Tunggal Tbk is able to compete in the midst of the digital era and is a motivation to continue to build engagement through the right strategy and application of branding in order to continue to introduce products in detail and appeal to consumers." Said Swenanda Yianne Maria, Marketing Communication of PT Gajah Tunggal Tbk.



**GT Radial Champiro Luxe
Successfully Won
Top Innovation Choice Award 2020**

PT Gajah Tunggal Tbk as a tire manufacturer for passenger and commercial vehicles under the GT Radial brand won an award for passenger car tire category, namely Champiro Luxe in the Top Innovation Choice Award 2020 event which was held on Thursday, August 6, 2020 virtually.

GT Radial is considered successful in creating innovations in products or services based on three aspects, namely Innovation Idea, Innovation Advantage, and Innovation Differentiation Aspect. In addition, GT Radial also won this award based on the results of the Top Innovation Choice Index 2020 survey conducted by Tras N Co, in January - March 2020, of approximately 200 companies / brands surveyed in Indonesia. This survey was conducted using a Qualitative approach, by conducting Desk Research to find out media coverage issued by each company regarding innovations in the products and services created.

This award was obtained as a form of breakthroughs and innovations made by GT Radial, such as launching the Champiro Luxe tire which can help fuel efficiency and is a tire with low noise. In addition, the GT Radial Champiro Luxe is also designed with an asymmetrical tread pattern that provides good traction on wet and dry roads. The superiority of GT Radial Champiro Luxe tires is also trusted and chosen to be the OEM tire of Toyota Innova.



**GT Radial Received
the TOP Brand Award 2020**

PT Gajah Tunggal Tbk has again won the TOP Brand Award 2020 through the car tires category brand, GT Radial. The submission of the 2020 Top Brand Award was received directly by Leonard Gozali, as Head of Marketing Division of PT Gajah Tunggal at the Dharmawangsa Studio on Tuesday, August 4, 2020.

The success of GT Radial in winning the 2020 TOP Brand Award proves that this brand is able to meet three index measurement parameters, namely Top of Mind Awareness, Last Used and Future Intention. The assessment of the index parameters involved 12,200 respondents from 15 cities, namely Jakarta, Bandung, Semarang, Surabaya, Medan, Makassar, Pekanbaru, Balikpapan, Palembang, Samarinda, Denpasar, Jogjakarta, Malang, Manado and Banjarmasin using interview and questionnaire data collection methods.

As many have known, GT Radial is an original Indonesian car tire product that has won various awards and has become the trusted OEM tire for various leading car manufacturers in Indonesia. In addition, GT Radial is also not only developing in the national market, the country's national pride tire brand have exported to more than 130 countries in the world.



TYCI's
"14th TYCI Anniversary"
for Better Indonesia

Toyota Yaris Club Indonesia (TYCI) is a community with 23 chapters and more than 3,200 members spread throughout Indonesia. Fellow members active relationships are through online media such as mailing lists, Instagram, Twitter, and Facebook.

TYCI celebrates its 14th birthday on August 19, 2020 by carrying out positive activities such as vehicle emission testing according to this year's theme. The emission test is carried out simultaneously at the official workshops of each TYCI chapter throughout Indonesia carried out with strict health protocols.

On the 2nd day of August 20, 2020

TYCI also conducts interactive Webinar dialogues with speakers, one of whom is Haridarma Manoppo, an ambassador of Toyota Team Indonesia and GT Radial, who broadcasted through TYCI's Live Instagram @yarisclub_indo

The mission of this activity is to invite motorcycle vehicle users to care more about air quality to create a healthier air quality for all of us.



Capolaga Nature Tourism
with Ertiga Mania
Jabodetabek Chapter

Ertiga Mania JABODETABEK held a Camping Ground event with Ertiga Mania Bandung on 15 - 16 August 2020 at Capolaga Nature Tourism in Subang district.

This event was attended by 26 Ertiga owners carrying out activities such as convoys, camping, games, charity, and gathering. PT Gajah Tunggal through its passenger car tire brand, GT Radial, supported this event by sharing its product portfolio in the form of brochures and goodie bags to the event participants.



This event was carried out with strict health protocols in preventing the spread of Covid-19.



FEVCI Bekasi Raya
Touring and
Independence Camping

In light to Indonesia's 75th Independence Day, FEVCI (Ford Everest Club Indonesia) Bekasi Raya Chapter held a "Touring and Camping Independence" event at Green Grass Cikole, Lembang on August 15 - 16, 2020.

GT Radial has been supporting them to help promote the new protocols to fight the spread of covid-19 in the form of wearing masks, washing hands, physical distancing and using hand sanitizers at all times.





Jazz Fit Club (JFC)
Celebrates 16th Anniversary

Jazz Fit Club (JFC) on its 16th birthday held an event with its members on August 8, 2020 at Kopi Genta, Satria Mandala Museum - Gatot Subroto Kav 14 - South Jakarta.

Event participants were required to always wear a mask during the event and be disciplined in maintaining social distancing to prevent the spread of the Covid-19 virus.

This anniversary also coincided with the handover ceremony of the position to the JFC 2020-2022 management. GT Radial always took opportunity in supporting gathering events such as this to promote disciplined health protocols to fight Covid-19.

