



MARKETING NEWSLETTER

GT Radial Wins Another
Indonesia Original Brand Award 2020

Daihatsu and GT Radial
Sharing Driving Safety Tips Via Digital Platform



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KATEGORI
BAN MOBIL
GT RADIAL



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the Indonesia
Original Brand Award 2020

PT Gajah Tunggal Tbk made another breakthrough achievement. Through one of its car tire product brand, GT Radial again won the Indonesia Original Brand Award 2020 which for the first time was held virtually live via YouTube on July 13, 2020.

The success of GT Radial in getting the award for the car tire category was obtained from respondents' statements based on the Indonesian Original Brand research that had been carried out in the last 5 years (2015-2019) in various regions in Indonesia. 4 parameters (ALSI) are measured; Satisfaction, Loyalty, Advocacy and Relative Perception of Foreign Brands. Then the calculation of the composite index from the ALSI is carried out using the Pandemic Competitiveness Index, and through the final stage in the form of an FGD (Focus Group Discussion) with experts.

In building the global market, GT Radial continues to conduct research and product development innovations. Various international certifications have been obtained as one of the requirements to meet international standards in force in various countries.

"This award that we've received proves that locally-produced products can perform well not only on native land but also overseas, having the qualities to compete quite well with products from other countries. This award is the result of our teamwork between the Sales, Marketing, Research and Development officers, as well as everyone who has helped improve GT Radial." explained Leonard Gozali.

DAIHATSU
Daihatsu Sahabatku

PRESENTS

NGOBROL ASIK
SAFETY DRIVING

18 JULY 2020
16.00 WIB - 17.00 WIB
IG STORY @DAIHATSUIND

HILLARIUS SATRIO
INFLUENCER

SONY SUSMANA
SENIOR INSTRUCTOR SDCI
(SAFETY DEFENSIVE CONSULTANT INDONESIA)

SUPPORTED BY

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Daihatsu is active and supports Sahabat Club through various activities focusing on 3 main pillars, namely through Education, Competition, and Appreciation. After holding an appreciation program by holding an online bazaar for the previous Sahabat Club batch, Daihatsu has again held another program for Sahabat Club through its Education pillar. Aiming at increasing awareness and safety in driving for Sahabat Club through an event titled NGOBROL ASIK SAFETY DRIVING which was held virtually on Saturday, July 18, 2020 through the Daihatsu @daihatsuind Instagram channel.

At this event, Daihatsu in collaboration with GT Radial is committed to providing education to Sahabat Club held for the past 3 years. By utilizing the digital platform, this Safety Driving event can not only be followed by Sahabat / Friends of the Daihatsu Club, but can also be watched by Friends of Daihatsu throughout Indonesia.

This event was hosted by one of the known local influencer who is familiar in the automotive sector, Hillarius Satrio, as well as Sony Susmana, the Senior Instructor from SDCI (Safety Defensive Consultant Indonesia), explaining about 4 important safety keys while driving, namely Attitude, Awareness, Alertness (Alertness), and Anticipation.

