

MARKETING NEWSLETTER

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#12

GT Radial Sponsored BSD City
Grand Prix 2019

GT Radial Named
Official Tire Sponsor
At The Drift Camp Goes to Bali

GT Radial Supported
Astra Daihatsu Motor at the
Daihatsu Vocational Day - 2019

GT Radial Sponsored BSD City Grand Prix 2019



BSD City Grand Prix was held again at BSD Circuit - Tangerang in November 30 - December 1 2019. This event was meant as a closing of touring series (ISSOM) that usually took place in Sentul Circuit. This time, the racers had to conquer the streets of a housing estate that had been turned into a racetrack. GT Radial presented to participate as a sponsor in the final round for the champion.

Beside being the sponsor for this racing, GT Radial also supported Toyota Team Indonesia (TTI) and Mercedes One Make Race (MOMRC) as an official tire sponsor.

TTI - TRD later managed to win BSD City Grand Prix 2019 in Indonesia Touring Car Race (ITCR -1600Max) class. They were represented by Haridarma Manoppo as the champion and his race mate Demas Agil as the second runner-up. Ever since Champiro SX2 did some improvements and got some positive feedbacks from the racers, Champiro SX2 from GT Radial had become the one and only choice of the racers, especially in Indonesia Touring Car Race (ITCR) class. It was proven by all the racers using Champiro SX2 tire from GT Radial. This improvement was supported by Research and Development (R&D) team of GT Radial who always supported the team and did evaluations to improve the tires.

GT Radial Named Official Tire Sponsor At The Drift Camp Goes to Bali



GT Radial collaborated with the Indonesian Drift Community (IDC) to end the 2019 drifting events, taking the role as the Official Tire Sponsor at the Drift Camp Goes to Bali. The final drifting event of the year was held at the Speed City Circuit – GWK Cultural Park on December 7th 2019.

GT Radial, the biggest and the most integrated tire manufacturer in Southeast Asia, took part in the event, which was held by the Indonesian Drift Community (IDC), to promote motorsport in Indonesia and maintain brand awareness. The

company participated in the event in order to get racers to continue using their Ultra High Performance tire; the Champiro SX2. The purpose was met as GT Radial managed to bring racers to emerge triumphant, eventually crowned champions at the podium.

The Drift Camp event aimed at nurturing drifters to ensure successful regeneration, which is important in ensuring that drifting activities never go on a long hiatus again in Indonesia. To achieve the purpose, two drifters from the GT Radial Drift Team, Irdham and Allen Young, provided spectators with a coaching clinic for beginner drifters which focused on drifting techniques, setting cars, and taxi drift experience.

GT Radial Supported Astra Daihatsu Motor at the Daihatsu Vocational Day - 2019

PT Astra Daihatsu Motor (ADM), the company that holds the rights to the Daihatsu brand in Indonesia, collaborated with the renowned tire manufacturer GT Radial to continue a chain of events titled the Auto Clinic 2019. The theme of the event was Anticipated Driving Program, which was an exclusive program for 296 vocational high school teachers from 43 different vocational high schools all over Indonesia on Sunday, December 17th 2019.

The main purpose of the event was to make sure that teachers, who simultaneously play the role of educators and influencers, can provide good examples to their students with the support of certified safety driving instructors from the Safety Defensif Consultan Indonesia (SDCI). The teachers were expected to provide their students with guidance and tutorials regarding safety driving on the highway from a very early age.

The event, which was held at the Hotel Grand Dafam, Jogjakarta, was an additional batch from a total of seven batches previously planned exclusively for car communities operating under PT ADM. The event was joyous and packed as can be seen from the great amount of enthusiasm shown by the audience.

