

MARKETING NEWSLETTER

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#08

GT Radial won its First TOP Brand
Award

GT Radial tires Tested in Highway
Track

GT Radial and Daihatsu Organized
Auto Clinic

Daihatsu and GT Radial Organized Auto Clinic in Semarang

After successfully organizing auto clinics in several regions, GT Radial and automotive manufacturer Daihatsu finally arrived in Semarang, Central Java, to hold the clinic program for Daihatsu owners in the city. Participated by 50 participants coming from 17 different car clubs in Central Java and Yogyakarta, the auto clinic brought the theme "Anticipated driving Program" in sharing the knowledge with the Daihatsu community.

During the program, Daihatsu and GT Radial provided a certified training which was divided into two sessions, the in-class training and the practical test. Sony Susmana, a safety driving Instructor from Safety Defensive Consultant Indonesia (SDCI), filled in the in-class training where all participants were invited to understand about the vehicle

condition in general, which included the safety features, functions and the use of brakes and tires. In the practical session, participants were asked to conduct a judgment ability test where they learned important techniques such as braking, concentration while driving, and making decisions when dealing with an unfortunate conditions on the road.



Sony Susmana - Safety Defensive Consultant Indonesia

GT Radial Tires Tested in Highway Track

The second round of the 2019 National MLDSpot Auto Gymkhana became the battle arena for the Indonesian slalom racers. Held at Gor Lembu Peteng circuit in Tulungagung, East Java, Aug 24.

The quality of GT Radial tires has been proven as they succeeded to bring Toyota Team Indonesia (TTI) slalom driver Anjasara Wahyu to the podium under the F (modification) class category.

"The track is pretty the combination of GT Champiro GTX Pro undergo with a different track," said Brand Executive of PT Gajah

"The characteristic is more high speed and we of Champiro SX2 and GTX combination that brought podium," he added.

The combination of eliminate the shaky effect their cars in the track. This made the combination of Champiro SX2 and Champiro GTX Pro became the no. 1 choice for the 70 percent of participants during the Auto Gymkhana national competition.

Rizki along with the Research and Development team (RND), hoped that the participants could compete all the series of this year's season of the MLDSpot Auto Gymkhana.



short and has sharp turns, radial Champiro SX2 and another positive test here Rizki Andromerdi, Senior Tunggal Tbk.

of the track in Tulungagung witnessed the combination Pro tires has the perfect Anjasara Wahyu to the top

the two tires managed to when driver speeding up



GT Radial Won its First TOP Brand Award 2019



Piagam TOP Brand Award 2019

For the first time in Top Brand history, Southeast Asia's largest tire manufacturer PT Gajah Tunggal Tbk succeed in winning the TOP Brand Award through its car tire product; GT Radial. Head of Marketing Division of PT Gajah Tunggal Leonard Gozali attended the awarding ceremony initiated by Marketing magazine. The awarding ceremony was held at the Hotel Mulia in Central Jakarta on Aug. 20,

The company's success proved that it could fulfill the three parameters measured for the TOP Brand Award, namely Top of Mind Awareness, Last Used and Future Intention. The measurement of those three parameters involved 12,200 respondents from 15 cities in the

country; Jakarta, Bandung, Semarang, Surabaya, Medan, Makassar, Pekanbaru, Balikpapan, Palembang, Samarinda, Denpasar, Jogjakarta, Malang, Manado and Banjarmasin. The data was collected by using interviewing method and questionnaire.

GT Radial has been popularly known as the local car tire product which has won many awards. GT Radial is also known not only as a player in local market but has also exported to more than 130 countries worldwide.

GT Radial Wins Indonesia Original Brand Award 2019

PT Gajah Tunggal Tbk has once again awarded with the Indonesia Original Brand 2019 through its car tire category; GT Radial. The award, conducted by SWA magazine and Business Digest, awarded local brands such as GT Radial with strong performance records that is able to strive towards the local and global competition.

GT Radial won the award for car tire category based on research of the following three parameters; Advocacy, Loyalty and Satisfaction index. The research was conducted in a multistage random sampling method, involving respondents from several regions in Indonesia.

Recently, GT Radial just introduced its new product Champiro LUXE at the 2019 GIIAS. The luxury comfort tire, which emphasizes on the comfort and performance while driving, aimed for medium to premium passenger car. The appearance of Champiro LUXE at the international automotive event was a proof of GT Radial's effort in keeping the innovation of developing a local product with high quality.

