



# MARKETING NEWSLETTER

Automotive Communities  
Advocate Unity

Sirion National Jamboree Indonesia Club  
The Declaration of Calsic Chapter Riau Bertuah  
Wuling Almaz Slashed Cangar Path  
6th AXIC National Jamboree  
6th Horizon Aziza Fun City Rally



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The Calya Siga Club of Indonesia (Calsic), which is supported by PT Astra Daihatsu Motor (ADM), has recently held its official declaration of Riau Chapter on February 8, 2020. Year to date, the official registered members of Calsic already totaled more than 4,000 members and more than 3,000 in its Facebook account. The event was enlivened by the support of Agung Toyota and the West Sumatra and Jambi Calsic chapters.

As the official OEM tires of Toyota Calya and Daihatsu Siga, **GT Radial**, not only highly interactively active with its members but has also consistently supported the community's positive activities.

The declaration was followed by cutting the traditional local "Yellow Rice Cone", signing and handing over the declaration certificate from Calsic Chairperson to the regional Chairman of the Riau Calsic Chapter. The event ended with a traffic discipline education program from the Pekanbaru Traffic Police.





**Wuling Almaz Community  
"Togetherness"  
Convoy Adventure**

On February 16, 2020, The Wuling Almaz community held a road trip together from Mojokerto Regency to Batu City to increase the togetherness between fellow owners of the Almaz Wuling car. The event was attended by around 80 people with 40 Wuling Almaz vehicles.

The journey to the location is treacherous with slick roads and limited visibility due to heavy rain. The struggle continues for 2 hours from Trawas to Batu where they finally made it to the destination. As part of the official sponsor and OE standard tire, the **GT Radial** Savero SUV performed satisfactorily by providing Almaz members sense of security and safety in the whole trip.





**Toyota - Daihatsu Avanza  
Xenia Indonesia Club (AXIC)  
6th National Jamboree**

The Toyota - Daihatsu Avanza Xenia Indonesia Club (AXIC) successfully held its 6th national Jamboree event in the city of Karawang on 29 February - 1 March 2020. The event was attended by around 350 AXIC members from all chapters throughout Indonesia. They made a convoy with a total of 70 vehicles from the Brits Hotel, Karawang city, West Java. The theme of AXIC this time is "One in Diversity". AXIC has thousands of members which stretch from Sumatra to Jayapura.

As the official tire sponsor and OEM tire supplier of Toyota Avanza and Daihatsu Xenia, **GT Radial** consistently supports automotive activities, especially the community under the management of manufacturer such as PT. Astra Daihatsu Motor and PT. Toyota Astra Motor with aim to advocate, educate and increase **GT Radial** product knowledge and brand awareness.







### The 6th "Horizon Aziza Fun City Rally" held in Solo, Central Java

The 6th annual "Horizon Aziza Fun City Rally" was held in Solo on 8 - 9 February 2020 and continues to attract the attention of the general public who are interested in fun city rally in Indonesia. The event was even appointed by the Surakarta City Government to become the city's annual event to promote tourism and celebrate the 27th anniversary of Solo. The event was attended by 102 participants cars. There are several categories that are contested which include; Team Cohesiveness, The Most Unique Cars and others.

**GT Radial** and Speedwork Autocare participated as sponsors to enliven the event with the aim of promoting and maintaining brand awareness to the participants of "Fun City Rally" and the city of Solo.







**Daihatsu Sirion  
Indonesia Club  
National Jamboree 2020**

Daihatsu's Sirion Indonesia Club (SIC) is a community under the control of Astra Daihatsu Motor (ADM) which recently held a National Jamboree (Jamnas) at Grand Maerakaca, Semarang, Central Java. The event took place on Sunday, 2 February 2020. The theme year was "Now, Coming, Forever Family" with the intent and purpose to strengthen the kinship between members of the SIC. The event was attended by approximately 200 members of the SIC community from Java to Bali and enlivened by an auction for social activities.

GT Radial, a close partner of Astra Daihatsu Motor (ADM) has always supported community activities under Astra Daihatsu Motor (ADM) to maintain its brand awareness and also the existence of GT Radial brand towards the manufacturer and the overall DAIHATSU community.

"Semarang City was deliberately chosen as the venue for its location in the middle of Java and can be reached by road from Bali and Sumatra islands"



**Stephanus Tatok Arianto  
Chairman SIC**