

Experience the
Performance

MARKETING NEWSLETTER

GT Radial Giveaway
collaboration with
Toyota Team Indonesia

The New Normal
Tirezone and MotoXpress
Prioritize Customer Safety

Buy GT Radial Tires
through Speedwork
App Get Covid-19
Protection Care from
Equity Life Indonesia



gtr radial



GTRadialID

Beli online
Cicil 12 Bulan



www.speedwork.id

IT'S GIVEAWAY TIME!



#TTIxGTRADIAL

*Win!*
4 PCS**GT RADIAL
CHAMPIRO SX2**

Size 195/50 R-15

**GT Radial Giveaway
collaboration with
Toyota Team Indonesia**

GT Radial in collaboration with Toyota Team Indonesia (TTI) held a giveaway to car lovers by giving a gift of 4 pcs of **GT Radial** Champiro SX2 tires to the lucky winners from June 1 to June 7, 2020 in TTI's 17.5k followers Instagram account @ToyotaTTI. The excitement of this giveaway was supported by the team's own racers who helped in reposting this giveaway on their individual Instagram accounts.

The requirements are simple. Participants can simply choose one of the 5 photos displayed by @ToyotaTTI and give a interesting caption. In addition, participants must also include the hashtag #TTIxGTRadial. Within a period of 7 days, hundreds of participants took part and the winner was announced by @ToyotaTTI.

GT Radial is the official tire sponsor to TTI for its touring and gymkhana race since 2012





The New Normal Tirezone and MotoXpress Prioritize Customer Safety

The term new normal has now become something that is always heard by the public in various media platforms. New normal is said to be the application of new life behaviors in the midst of the Covid-19 pandemic. This change was implemented through the implementation of health protocols in accordance with government recommendations which are expected to be adhered by the whole community.

Touchless or contactless service work is included in the government's call to break the chain of distribution of Covid-19. To support this, PT Gajah Tunggal Tbk in partnership with Speedwork Autorcare has proactively developed Autocare Speedwork application. Customers can search for and buy various tire products such as **GT Radial**, **IRC**, and **Zeneos** online with ease and without having to make physical contact. After purchasing tires through the Speedwork app, consumers can go directly to the nearest Tirezone and MotoXpress.





The latest protocols that have been implemented in all Tirezone and MotoXpress are as follows:

1. Check the body temperature

All Tirezone and Motoxpress employees will be checking their body temperature before starting the activity. Body temperature above 37.5 degrees Celsius is not permitted to work.

2. Wearing a Mask

Masks are required for all Tirezone and Motoxpress employees

3. Clean the goods with disinfectant

Tirezone and Motoxpress employees routinely clean items that are most often exposed to physical contact with customers, such as door handles, sofas, chairs, and payment instruments.

4. Provision of Hand Sanitizer

Customers need not be afraid, because all Tirezone and Motoxpress provide hand sanitizers for shared cleanliness

5. Glass divider at the cashier

Tirezone and Motoxpress install acrylic barriers on the cashier's desk to maintain safety and security between customers and Tirezone and Motoxpress employees when making payments.



Bekerja sama dengan

GT RADIAL

SPEEDWORK
autocare

EQUITY
LIFE INDONESIA

BELI BAN MELALUI APLIKASI SPEEDWORK
AKAN DAPATKAN PERLINDUNGAN

**COVID-19
PROTECTION
CARE**

tanpa tambahan biaya apapun!

**Buy GT Radial Tires
through Speedwork App
Get Covid-19 Protection Care
from Equity Life Indonesia**

PT Equity Life Indonesia bermitra dengan
dinas kesehatan dan asuransi kesehatan

Equity Life Indonesia and with Speedwork has collaborated to launch the Covid-19 Protection Care protection product. This program was created utilizing technological advances that prioritize convenience, comfort, and speed. To get Covid-19 insurance protection is simple and without any additional costs.

This program aims to reduce Speedwork customers' concerns so they can feel safe during the Covid-19 pandemic period. Customers who have purchased **GT Radial** tires through Speedwork Autocare can easily get protection with just one click on the link to register directly through the official Whatsapp account on Equity Life Indonesia.

3 Special benefits that can be directly obtained:

1. Daily hospitalization in hospital due to Covid-19 of Rp 200,000 per day with a maximum of 14 days.
2. Death due to Covid-19 with compensation of Rp 10 million.
3. Death due to accident with compensation of Rp 10 million.