



MARKETING NEWSLETTER

Daihatsu and GT Radial
Partnered Up for Virtual Eco Driving Talkshow

GT Radial's 'New Normal'
Kit Giveaway



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Cicil 12 Bulan



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Daihatsu and GT Radial held a tips sharing event "Cool Chat" through the Instagram Live channel at @daihatsuind on Saturday, 17 October 2020 with the theme "Tips for Eco Driving" driving techniques to optimize fuel efficiency with Zulpata Zainal, GT Proving Ground On Vehicle Test Manager and Sony Susmana, Senior Instructor from SDCI (Safety Defensive Consultant Indonesia).

The talk show include the various benefits of Eco Driving and its environmentally friendly values such as Fuel Saving, reducing of pollution levels, minimizing potential risk of accidents on the road, making car components last longer to save on users' daily driving costs, heating the engine for just 1 minute, driving as safe as possible and maintaining a constant speed of around 60-80 km / hour and RPM at 2,000 rounds.

In addition, not forgetting to also keep distance from other vehicles and use the engine brake for deceleration, adjust the ideal AC temperature in the cabin, turn off the engine and open the window if you are waiting in the car for more than 5 minutes and it's important to do regular vehicle maintenance and using the recommended vehicle fuel.

Choosing the right type of tires is also an important factor in supporting Eco Driving. GT Radial Champiro Eco is produced using environment friendly raw materials and tread pattern that is specially designed to provide low rolling resistance without undermining the good qualities and performance of driving.



GT Radial's
'New Normal'
Kit Giveaway

In an attempt to fight the spread of the Covid-19 virus, GT Radial held a giveaway campaign by giving out New Normal Kits and GT Radial Caps to 20 winners in its official @gtradial Instagram account!

Participants are required to follow Instagram account of GT Radial @gtradial, Giti Tires Indonesia @gititiresindonesia, and Gajah Tunggal @Gajahtunggal.id, invite 5 friends to join this giveaway, and mention 3 pattern names of GT Radial tires.

The positive enthusiasm of the giveaway could be seen from participants who interacted on the feed which instantly received likes and comments until the giveaway period ended. GT Radial hopes that through this activity, it can spread positive message on the importance of wearing a mask during this Covid-19 pandemic to both the participants and winners.