

MARKETING NEWSLETTER JULY 2023







GT RADIAL'S VISIT TO PT

ASTRA OTOPARTS









STRENGTHENING PARTNERSHIPS AND KNOWLEDGE THROUGH GT RADIAL'S VISIT TO PT ASTRA OTOPARTS

July 6, 2023, marked an important day for PT Gajah Tunggal Tbk., the force behind the GT Radial brand. Fulfilling a request from PT Astra Otoparts, one of the esteemed companies in the Astra group, the GT Radial team visited their Head Office in Jakarta for a productive day of training and education focused on GT Radial products and tire care.

The Sales, Marketing, and Technical teams joined forces to deliver comprehensive training to the nationwide Shop & Drive team. The training offered an immersive experience, fostering a deeper understanding of tire types, their quality, and GT Radial's unique approach to customer service.







This initiative aimed to equip the Shop & Drive team with the knowledge and skills to effectively service and sell GT Radial tires.



GT Radial, a proud partner of PT Astra Otoparts, values these educational initiatives as they enrich understanding of our products and foster stronger bonds. We view these events not only as platforms for exchanging knowledge but also for fortifying our relationship with partners like PT Astra Otoparts.

We reaffirm our commitment to this partnership and look forward to more collaborative opportunities that lead us towards shared success in the automotive industry.





TOYOTA GAZOO RACING SECURES RUNNER-UP POSITION WITH CHAMPIRO SX-R TIRES AT ISSOM ROUND 2

At the recent ISSOM National Championship's second round, Toyota Gazoo Racing Indonesia (TGRI) delivered a commendable performance, securing impressive qualifying results. The event, which took place on Sunday, 16th July at the Sentul Bogor Circuit, witnessed TGRI earning the runner-up position in the ITCR Max 1600 national championship.

Haridarma Manoppo, a key racer from Toyota Gazoo Racing Indonesia, faced challenges during the race, preventing him from replicating his earlier success from the first series of the ITCR 1600 Max National Championship. Nevertheless, TGRI had reasons to celebrate as they also captured the 2nd and 3rd podium positions in the ITCR 1200 national championship with their new Agya car.







A significant contribution to the team's performance came from the latest Champiro SX-R tire. Despite encountering some limitations during the race, the tire played a crucial role in ensuring the team's strong finish in the ITCR 1600 Max National Championship.





UNITY AND TRADITION: GT RADIAL JOINS CALSIC CIKARANG'S ANNIVERSARY FESTIVITIES

As CALSIC Cikarang chapter marks its 4th anniversary, a vibrant event themed "4 Pillar Harmony" was organized to celebrate the milestone. This wasn't just any celebration; it was an embodiment of unity, culture, and community spirit.

The Cikarang Sehati chapter of the Calya Sigra Club (CALSIC) curated an event that seamlessly blended chapter meetings, family gatherings, social services, and cultural arts entertainment. A highlight was the showcase of Indonesia's rich cultural heritage through akat angklung music and percussion.





Such gatherings offer a priceless platform for community members. It's a chance to exchange stories, impart knowledge, and spread happiness. More than just a social gathering, it's an avenue that fosters the expansion of social networks and fortifies the bonds of brotherhood that define this community.



GT Radial, a brand synonymous with community support and mentorship, was proud to back CALSIC's commendable initiative. Their active involvement not only deepened ties with the community but also reaffirmed GT Radial's commitment to sustainability. The event was further energized by GT Radial's presence, especially during the chapter meetings, family get-togethers, and a notable charity drive for tree seedling distribution.





GT RADIAL BOLSTERS COMMUNITY BONDS AT THE ALL NEW RUSH TERIOS INDONESIA COMMUNITY NATIONAL JOINT TOURING EVENT

The All New Rush Terios Indonesia Community (ALERT) came together in a spirit of unity and camaraderie during their joint national touring event in the West Sumatra region. A highlight of this event was the release of turtles on the West Sumatra coast, symbolizing the deep-rooted values of togetherness and brotherhood that the community cherishes.

Such gatherings offer a golden opportunity for community members to exchange experiences, impart knowledge, and revel in shared joy. This isn't merely a social event; it's a catalyst that promotes the growth of social networks, fortifies individual and community bonds, and nurtures the ties that bind communities.









Proudly sponsoring this event, GT Radial is delighted to extend its support to the ALERT Community. Our involvement signifies our dedication to nurturing robust community ties. We're privileged to contribute to the event's success, enhancing the joy of the national joint touring, facilitating turtle conservation efforts, and exploring historical attractions in the West Sumatra region.