



Bridgestone Indonesia Partners with Olympic Games Hopefuls Ahead of the Olympic Games Tokyo 2020

Worldwide Olympic Partner continues its longstanding commitment to sport, its athletes, and empowering people to persevere in pursuit of their dreams

JAKARTA, 11 August 2018 – Bridgestone Indonesia (PT Bridgestone Tire Indonesia), a subsidiary of Bridgestone Corporation, the world's largest tire and rubber company and a Worldwide Olympic Partner, today announced its support for World No 1 badminton players Marcus Fernaldi Gideon and Kevin Sanjaya Sukamuljo and Olympic bronze medalist weightlifter Eko Yuli Irawan – and the official formation of Team Bridgestone Indonesia. As brand ambassadors, the three national athletes will be included in Bridgestone's activations within Indonesia and will represent the company on the road to the Olympic Games Tokyo 2020.

Athletes are the driving force of the Olympic Games and represent the heart of the Olympic Movement. These three athletes align closely with Bridgestone's core values and share a passion for performance, dedication to hard work, and a commitment to the communities in which they live, work and train. Through their inspiring sports journeys, each athlete also brings to life the company's global Olympic themed message of "Chase Your Dream" – which aims to empower people to persevere in pursuit of their dreams.

"We're incredibly delighted to partner with these three national athletes who have achieved great honors in their respective fields thanks to their perseverance, hard work and integrity," said Chairman of Bridgestone Indonesia, Akihito Ishi. "Representing their country on the international stage is every athlete's dream, and Bridgestone is honored to be able to support Marcus, Kevin and Eko as they chase their dreams for the Olympic Games Tokyo 2020."

[Meet Team Bridgestone Indonesia](#)



Kevin Sanjaya Sukamuljo is a 21 year old Indonesian badminton player. He and partner Marcus Fernaldi Gideon are currently ranked No. 1 in the world in men's doubles. Sukamuljo joined Djarum Badminton Club in Kudus, Central Java in 2007 and was inspired by his uncle, Alvent Yulianto Chandra, who was also one of the top badminton players in Indonesia.

He and Fernaldi Gideon were named the 2017 BWF Best Male Players of the Year after collecting seven Superseries titles in a year.



Marcus Fernaldi Gideon is a 27 year old badminton player from Indonesia; he and partner Kevin Sanjaya Sukamuljo are currently ranked No.1 in the world in men's doubles. He plays with Tangkas Intiland Club based in Jakarta.

He and Sukamuljo won the 2017 All England open Superseries Premier and were named 2017 BWF Best Male Players of the Year after collecting seven Superseries titles in a year.



Eko Yuli Irawan is a 28 year old Indonesian weightlifter. Irawan won the bronze medal in the 56 kg category at the Olympic Games Beijing 2008, lifting 288 kg in total in his first-ever Olympic appearance.

He won his second Olympic bronze medal in the 62kg category at the Olympic Games London 2012, lifting 371 kg in total, and won a silver medal in the 62 kg category at the Olympic Games Rio 2016 with a total lift of 312 kg.

In addition to being a Worldwide Olympic Partner, Bridgestone Corporation became the first Founding Partner of the Olympic Channel in August 2016. The company's four-year agreement provides support for the ground-breaking digital platform in its mission to celebrate the Olympic Movement and its world-class athletes every day of the year.

To learn more about Team Bridgestone Indonesia, visit www.bridgestone.co.id.

About Bridgestone Indonesia (PT Bridgestone Tire Indonesia)

PT Bridgestone Tire Indonesia is subsidiary of Bridgestone Corporation Group. Bridgestone has two factories in Indonesia, in Bekasi and Karawang, West Java. In addition, Bridgestone also has Proving Ground and Education Center facilities which are facilities for product quality development and customer services. Bridgestone Indonesia products are sold through various Distributors, Toko Model/TOMO (Official Store Network), Bridgestone Truck Center, BANDAG FCZ (Vulcanizing), and more than 1,500 stores selling Bridgestone tires all over Indonesia.

About Bridgestone Corporation:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

About Bridgestone Corporation's Worldwide Olympic Partnership:

Bridgestone Corporation proudly became an official Worldwide Partner of the International Olympic Committee (IOC) on June 13, 2014. The 10-year agreement made Bridgestone a Worldwide Olympic Partner for the Olympic Games Rio 2016, the Olympic Winter Games PyeongChang 2018, the upcoming Olympic Games Tokyo 2020, where the company's global headquarters are located, the Olympic Winter Games Beijing 2022, and the Olympic Games Paris 2024. The Partnership also includes support for the next three Youth Olympic Games. Through this long-term commitment to the Olympic Movement, Bridgestone is extending a proud sporting heritage and history of innovation that dates more than 100 years, as well as showcasing its commitment to community service, diversity, social responsibility and environmental stewardship – all tenets of the Olympic Charter that also lie at the heart of the Bridgestone brand.

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