

## **Bridgestone Korea holds 'GO TO PyeongChang 2018' for Bridgestone winter tire buyers**

Bridgestone Tire Sales Korea announced that the company will hold a winter tire promotion, 'GO TO PyeongChang 2018', to commemorate the PyeongChang 2018 Games.

Bridgestone Korea will give various gifts including tickets for the PyeongChang 2018 Games through a lottery to the customers who buy Bridgestone winter tires.

'GO TO PyeongChang 2018', starting November 1<sup>st</sup>, is the event for customers purchasing Bridgestone's winter tires. The host of the event will select 250 Bridgestone winter tire buyers through luck draws, who have participated in the event. Fifty winners out of 250 will be presented with two tickets for the PyeongChang 2018 Games for each individual. To attract the tire buyers' participation, Bridgestone distinguished the prizes by gold, silver and bronze medals. One 'gold medal' winner will be awarded with two tickets of the PyeongChang 2018 Games, worthy of 800,000 won per ticket. Eight 'silver medalists' will receive two tickets of the PyeongChang 2018 Games, worthy of 350,000 - 500,000 won per ticket. The 41 'bronze medalists' will receive two tickets of the PyeongChang 2018 Games worthy of 180,000 - 250,000 won per ticket.

Fifty from the lucky draws will receive North Face fleece jumpers worthy of 150,000 won per jacket. Another 150 winners will be given two Vivaldi Park lift tickets(day ticket) per individual, which is worthy of 60,000 won per ticket.

Customers purchasing Bridgestone winter tires from the Bridgestone tire dealerships nationwide will be qualified to participate in the event by registering their coupons to the Bridgestone Korea's event page ([www.bridgestone-korea.co.kr/gotopyeongchang/](http://www.bridgestone-korea.co.kr/gotopyeongchang/)) or scanning QR cord in the coupon. The prizes will be posted to the luck draw winners in next January, 2018. Bridgestone will contact to the winners individually. 'GO TO PyeongChang 2018' event will be held from November 1<sup>st</sup> to December 15<sup>th</sup>. For more information, Bridgestone Korea website has more details ([www.bridgestonekorea.co.kr](http://www.bridgestonekorea.co.kr)).

Bridgestone Corporation proudly announced its official Worldwide TOP Olympic Partnership with the International Olympic Committee (IOC) on June 13, 2014. Bridgestone Corporation will serve as one of only 13 TOP partners at the upcoming the PyeongChang 2018 Games, the 2020 Olympic Games in Tokyo, the 2022 Beijing Olympic Winter Games, and the 2024 Paris Olympic Games.

In addition to the company's position as a Worldwide Olympic Partner, Bridgestone Corporation became the first Founding Partner of the Olympic Channel in August 2016. Through its four-year partnership, Bridgestone is helping to support the ground-breaking digital platform on its mission to celebrate the Olympic Movement and the world's greatest athletes every day of the year.

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