



Mail

Editorial



One campaign, new conquests

Every day Bridgestone positions itself increasingly as a choice partner in the haulage world. Two new contracts recently concluded is full proof of this. The first relates to the agreement made with Ryder, one of the biggest rental companies of commercial vehicles in the United Kingdom, and the second makes Bridgestone one of the key suppliers of tyres in the Mercedes-Benz middle and heavy vehicle segment. Two contracts which prove, on the one hand, the trust placed in the Truck Point network services by the major fleets and, on the other, the capability of Bridgestone to offer top of the range technological solutions to the major manufacturers. Additionally this also proves that the in-depth efforts made by the company in the field of visibility and quality of its network are bearing their fruits. However these efforts are not over. The second phase of the awareness campaign instigated in 2003 is following its course this year on a larger scale. Looking out for new conquests.

Yuji Takeuchi,
Director Sales & Marketing,
Commercial Products,
Bridgestone Europe NV/SA.

New retread company formed Joint venture creates one-stop retread shop

In a joint venture with Marangoni Tread S.p.A of Italy, Bridgestone Europe has formed a new subsidiary, Bridgestone Retread Systems, to coordinate all of its retreading activities throughout Europe.

Bridgestone has a majority shareholding in the Brussels-based company, which will provide a central, single source of supply and support to the growing network of Federated Retreaders.

Extended partnership

"Marangoni was already an established producer of retreading materials for Bridgestone," explains Gerry Duffy, General Manager, Fleet & Retread, "The joint venture extends this partnership to the supply of a full range of products, equipment and services. It represents a substantial development in our retreading activity, to create a full systems resource for our independent dealers. The Marangoni products will complement those of Bridgestone, enabling

retreaders to meet all customer needs."

Ordering and invoicing will now be processed directly through the BSRS call centre, rather than via the Bridgestone national sales offices. Bridgestone Retread Systems will also handle Europe-wide deliveries, with stocks held at strategically located warehouses. In addition, it will assume responsibility for quality systems, plus the provision of comprehensive technical and field support.

Business opportunities

In parallel with the creation of the new company, Bridgestone is launching an extended range of precured treads featuring the same class-leading technology that has driven the



"This joint venture represents a substantial development in our retreading activity," says G. Duffy

success of its truck tyres. With the exclusive use of original Bridgestone materials, and following the strict quality control methods imposed by Bridgestone, Federated Retreaders will be able to produce retread truck tyres under the 'Qualitread' brand name.

"The formation of Bridgestone Retread Systems is an important step in expanding the availability of total tyre care packages aimed at fleet operators," Gerry adds. "Moreover, our own focus on building relations with the larger independent fleets will undoubtedly help to channel valuable business towards our Truck Point colleagues."

Awareness campaign

Bigger scale, wider scope for 2004

In 2004, the new Truck Point print campaign will continue to generate awareness and visibility for the Truck Point network. Bridgestone emphasises one key message: "Total Tyre Support" to fleets.

The first Pan-European awareness campaign, launched during the second half of 2003, has today adopted a new dimension. The campaign has actually taken on a more substantial level with a Pan-European coverage incorporating fifteen countries.

In addition the campaign is far more concentrated in terms of advertising insertions. A new visual, more dynamic, was created staging the speed and professionalism of the members of the Truck Point network by comparing them to those of the fire brigade, a professional body whose efficiency is undisputed. This media campaign is supported by a referral back to the website whose section devoted to the Truck Point network has been fully revamped.

Finally, during the second half of 2004, a direct marketing action will also be launched.

These are the global initiatives. The latter are rounded-off, at local level, with a new livery for their breakdown vehicles. The reason for this being that brand awareness and network identity also depend on a good identification.

The combination of the media campaign with the development of the site, the direct marketing and the new livery all provide for full coverage of all facets of communication.

Contents

Corporate

pages 1-2

- Bridgestone Retread Systems
- Awareness campaign
- DaimlerChrysler's choice for Bridgestone
- Job Description : Toon Donné and Hubert Dubois
- In brief

Dealers

page 3-4

- Tyre centre De Brabandere in Waregem (Belgium)
- News

Contract

page 4

- Contract with Ryder renewed

Service

page 4

- Service Europe, an even better assistance



The new print advert: dynamism, efficiency, professionalism.

Job Description



Toon Donn  and Hubert Dubois (Bridgestone Benelux) "The Truck Point Network? The essential link!"

"Truck Point network is the ideal means with which to anticipate the wishes of the haulage market". This is what Toon Donn  told us, who as TBR manager – TBR standing for Truck & Bus Radials – is responsible for the distribution within Belgium and Luxemburg of both Bridgestone's & Firestone's extensive tyre range.

Whereas initially an independent distributor handled the distribution of Bridgestone, Bridgestone Benelux has had this under its own wing since 1993. "Our internal sales service is comprised of five persons", Toon Donn  explains. "In addition, a team of six sales representatives are highly active on the road. Each is responsible for a region. Luxemburg is one of these six regions. One of the six sales persons is exclusively active in the field of key accounts. Additionally, we have two field engineers working for us at Bridgestone Benelux NV. They take care of the technical support emanating both from the clients as also our own staff colleagues."

able for the expansion and development of the Truck Point network within the Belux, commented. "To lend weight to our ambitions the Truck Point network has during the last 1.5 years undergone a major evolution. The Truck Point network is presently comprised of 32 independent tyredealers. Geographically these are ideally spread throughout the territory, allowing us to guarantee a good and prompt service in Belgium and Luxemburg."

"We demand high standards from the tyre dealers who wish to be part and parcel of the network. Amongst others, we check whether they have reliable and complete equipment at their disposal to ensure proper breakdown services and to provide the quality services expected by the fleets. In addition, our Truck Point partners are required to have a permanent minimum stock of Bridgestone and Firestone tyres at their disposal."

"We aim at an optimal understanding between the dealers. With this in mind, Bridgestone regularly organises dealer-meetings with the necessary workshops. Only in this way can we develop a uniform method of working. The previous national Truck Point meeting took place on the 12th May. The devotion and passion shown by our Truck Point dealers proved this to be a highly successful day."



Business Development Analyst Hubert Dubois: "Within the Belux our Truck Point partners provide a uniform quality in both product and service."

"The Truck Point network plays a crucial part within the Belux. It does not only guarantee the breakdown services for Bridgestone Service Europe. In addition the Truck Point partners are the indispensable links for Bridgestone to meet the demands which today are being placed on them by the haulage sector", Donn  emphasises. "Together with Truck Point, Bridgestone is in a position to provide the hauler with top quality tyres and service."

IN BRIEF

  Following Mercedes-Benz in Europe, Japanese manufacturers Mitsubishi Fuso Truck and Bus Corporation as well as Hino Motors turned to offer the Greatec tyre fitted to some of their models. As from now, Mitsubishi Fuso fits its new hybrid powered Aero Nonstep HEV bus with Bridgestone Mega Drive tyres. Apart from the classic advantages linked to using Greatec (weight gain as compared to a twin fit, less rubber, reduced rolling resistance), Bridgestone's Mega Drive tyre also allows for increased pedestrian space for the passengers inside the bus. Hino Motors on the other hand has, since last April, incorporated the tyre in its list of options for its heavy goods model, the Profia.



  Two new « off-the-road » tyres were launched during the Bauma 2004 fair in Munich. These are the VJT and VLTS 65 series tyres. The former is designed for the shovel wheel tractor-loader and will be initially available in 23.5R25"1 size as from the end of this year. Other sizes will follow. The second is designed for the articulated dumpers. The 750/65R25 version of the VLI series offers, as compared to this last one, a 10 % higher traction capacity and an improved stability. This tyre will also be available at the end of this year.



  Mr. Minekazu Fujimura was nominated CEO and President of BSEU. He takes over from Shoshi Arakawa who returns to the head office, Bridgestone Corporation, where he becomes Senior Vice President International and member of the Board.



  Bridgestone Europe has acquired 100 % of the shares of the Belgian company named Belgian Macomold. This company, located at Herstal, manufactures moulds for the tyre industry and has in fact been, for the last 35 years, one of BSEU's major suppliers throughout Europe.

Optimum relations

"In our approach towards both tyre specialists and haulers each link within our Bridgestone team is of major importance." Bridgestone Benelux NV is located in Mechelen. The sales of all tyres for all types of vehicles – private cars, delivery vans, buses, machines for civil engineering and agricultural purposes – are distributed from here. "We may proudly state that presently our company represents 22 percent of the replacement market in the truck and bus segment. The unceasing efforts produced by our Truck Point partners also made this possible", Hubert Dubois, who is respon-

Bridgestone Europe Key supplier for DaimlerChrysler

Under a recently signed contract, Bridgestone Europe will become a key supplier of tyres for DaimlerChrysler's range of medium and heavy (over 6 tonnes) trucks.

This major new agreement, which takes effect from 1 January 2005, applies to vehicles sold throughout

Europe, as well as in Africa, Asia and the Middle East.

Confidence

Since 2002, Bridgestone and DaimlerChrysler have been collaborating in development of the ultra-wide, low aspect Greatec Mega Drive (GMD) tyre and its associated

Aircept safety system, which is now an available option on the new Mercedes-Benz Actros.

The shared experience has given DaimlerChrysler confidence in Bridgestone's technological expertise and its ability to be a long-term development and supply partner.



The new Mercedes Actros.



Bridgestone Greatec Mega Drive tyres and the Aircept safety system.

De Brabandere (Belgium)

Further growth thanks to Truck Point

Tyre centre De Brabandere is permanently in the ascendant. The constant growth seen by the company in its home base of Waregem, Belgium has been repeated in its branches in Moeskroen and Ghent. With its many years of experience in the commercial vehicle sector, the company was ideally placed to join the Truck Point network. This collaboration should facilitate further growth by the company.

The firm was founded in 1959 by Ignace De Brabandere, who set up his company in the centre of Waregem based close to the railway station. When the railway needed more space, the surrounding land was subject to a compulsory purchase order and the company had to move to the Waregem industrial estate. New premises were acquired and even then the company showed its tendency towards expansion. The building in the Waregem industrial estate has been extended twice, mainly to extend the workshop in order to increase the service provision to customers.

The company took its first steps outside of Waregem in 1989 with the opening of a second branch in Moeskroen, for which a brand new complex was built. The second expansion outside of Waregem followed in 2000 with the acquisition of a company in Ghent: De Brabandere tyres took over Robert on the Wiedauwkaai.

The ideal formula

"We have been operating in the commercial vehicle sector for years", stresses Gauthier De Brabandere. "We have two vehicles each in the branches in Moeskroen and Waregem and one in Ghent for dealing with HGV breakdowns. Every time we receive a call we ask for the type and size of the tyres. We take not one but two of each tyre to the breakdown, for safety's sake. Each branch is responsible for the region in a radius of about 30 km around the branch. The circles around the branches in Moeskroen, Waregem and Ghent overlap so we can provide the best response to every call and deploy the breakdown trucks according to need."

Truck Point is the ideal formula for an independent tyre centre to play a part in the growing "commercial vehicle market", stresses Gauthier De Brabandere. "In the transport sector there is a trend towards larger companies and smaller companies are being taken over by larger ones.

We, as a tyre centre, could not follow this trend on our own, but as part of the Truck Point network we can. We are also part of a larger entity so we can continue to offer the customer a good service. At the same time we can maintain our independence. Everyone benefits from this collaboration. Bridgestone can offer a service to the customer, the customer is given better assistance and we can consolidate our share of the HGV market." ©

Profile De Brabandere tyre centre

Waregem, tel. 056/60.34.01.
Ghent, tel. 09/253.16.25.
Moeskroen, tel. 056/34.80.48.

Opening hours: Monday to Friday:
08.00 - 12.00, 13.00 - 18.00, Saturday: 08.00 - 12.00.
HGV breakdown service 24 hours a day, 7 days a week.



Gauthier De Brabandere:
"We are also part of a larger entity so we can continue to offer the customer a good service."



The company has two vehicles each in the branches in Moeskroen and Waregem and one in Ghent for dealing with HGV breakdowns.

NEWS



Andy Mathias, who was until recently working at the company's European headquarters in Brussels, is to become the Truck Point business development manager for southern England. Based in Bristol, he will add impetus to investment plans to strengthen the network, and will ensure there are clear lines of communication between the fleets and the dealers.



A series of training programmes, aimed at helping Truck Point dealers improve their businesses, is to be developed over the next few months.

It is expected that the first courses will be available to dealers and their staff in the autumn.

The courses will be designed by Steve Howat who has just joined Bridgestone UK as its training manager.

"My job involves all aspects of Bridgestone's business but I shall be devoting more time to Truck Point," said Steve. "At present I am liaising with Truck Point committees and identifying training needs and priorities. After this consultation period I shall develop courses which we hope will be in place in September."

Steve has joined Bridgestone after spending 17 years with another tyre manufacturer in a variety of management roles.



Svendborg Daekcenter has been part of the Truck Point network since it started operation in the summer of 2002.

"We are satisfied with the advantages the network gives us – especially when we have breakdowns both in Denmark and abroad," say Jannika and Thorsten Simonsen, the owners of Svendborg Daekcenter.

The company has 5 employees, 2 service vans and service 80% of the carriers in the area.


"We realized that the trade of trucking could not be serviced without a European network. Once we made the decision to start up our own business we knew whom to turn to – we have over the years had a great collaboration with Bridgestone and know what the company stands for," add the two owners.

"Another positive development is that in addition to offering carriers a fully developed network we have witnessed the reduction of their costs by fitting Bridgestone truck tyres on their vehicles. Today Bridgestone is our main brand."



Bridgestone Germany will offer targeted trainings nationwide to the Truck Point Partners via the "Truck Point Business Academy (TPBA)" starting in autumn 2004. The focus of the new organisation will be workshops for domains like management, marketing, technology and breakdown services as well as trainings to improve active selling. The target group consists of active executive managers, sales and shop floor staff as well as the active junior staff. The practical and motivating conveyance of contents of the trainings has already been tested in some workshops, the participants were enthusiastic.


NEWS

 The 2004 Truck Point Meeting in Italy, the annual encounter with Truck Point Customers, was held in Milan on June 17 and 18. Two days in which customers and Bridgestone truck division managers were able to share projects, strategies and a few moments of leisure.



During the convention a number of topics were discussed, such as: new projects, new products, new business, and communication and network investments. Two guests in particular honoured the conference with their presence: Marcello Gambarini, Managing Director of Bridgestone Retread System, the new Bridgestone company specialized in retreads, and Roberto Sierza, Marketing Manager of industrial vehicle manufacturer Daf Veicoli Industriali, who offered the participants a future view of road haulage. The first day concluded with dinner and cabaret at a restaurant in Milan. On day two, the Monza Race Circuit was the venue for an exclusive Bridgestone session (see picture) including a safe driving course.

After engines were stopped and tyres had cooled, Customer satisfaction was rated high in relation to both the programme content and to the true partnership atmosphere created over the two days of the convention.


 The Truck Point 2004 conventions were held in June. The involvement of exterior participants was greatly appreciated by the gathering. Fabien Calvet, journalist, presented forecasts regarding the evolution of the heavy goods vehicle market and important elements with regard to improved understanding of the approach towards a client.



The participation of Mr Jacob, General Manager of the UCT Group (representing 7500 vehicles) who was there as a satisfied client of Bridgestone's approach, reinforced the speech given during the workshops regarding referencing and national agreements. As leading thread of these conventions: the contribution offered by Truck Point to a partnership trader.


Two workshops to present Truck Point's contributions:

- The commercial contributions: presentation of national agreements (APPIA / UCT / COLAS / ARTEGY), the communication carried out to strengthen the image of the network (media publications / DVD / hauliers' events), new products (M730 / R 168).
- The technical contributions: global point of the breakdown assistance market, presentation regarding a solution for rental of workshop trucks, and the Truck Point equipment catalogue in partnership with Tip-Top and Guernet.

 The Finnish Truck Point Retreaders have had their Truck Tyre Repair Training, organised by Bridgestone Finland. The training was provided by a Rema Tip Top repair trainer, Jim McNelly, on the theory and practise of modern tyre repair novelties.



The annual TP meeting in Finland was held in Mänttä, on May 31st. 22 Truck Point dealers had the privilege of hearing an excellent presentation from Kai Kultalahti of Transpoint Oy, explaining the dynamics and real-life needs of a national transport company. Besides, novelties in products as well as the new BS retread organisation were presented.

 In March of this year, Bridgestone Sweden held its yearly Truck Point conference in the Spanish Basque city of Bilbao. During this two-day seminar, various topics were discussed, among which Fleet approach, service and breakdowns. The meeting ended with a visit of Bridgestone Truck tyre plant. A total of 47 people from all over Sweden attended the conference. In Sweden, Truck Point and Bridgestone have concluded an agreement to provide national breakdown service for their fleet customers. More than 30 fleets have already signed up. All over the country, Truck Point dealers are providing service for the 3 Pan-European Fleet contracts (more than 2,000 vehicles).

Contract



Bridgestone - Ryder Contract renewed

Bridgestone has secured one of its biggest contracts to supply tyres and services through the Truck Point network to one of the UK's largest commercial rental vehicle leasing companies.

The two-year deal is with Ryder, a global leader that provides logistics, supply chain and transportation management solutions worldwide.

In the UK, Ryder runs 14,000 vehicles and operates out of over 200 service locations. Its products range from full-service leasing, commercial rental and programmed maintenance of vehicles, to integrated services such as dedicated contract carriage and carrier management.

Chris Deevey, Head of Purchasing at Ryder, said: "Ryder has had a relationship with Bridgestone for several years and has been impressed with its services and products."

"We have chosen to continue to work with Bridgestone because we know that through the Truck Point network it will continue to offer competitively-priced products and the standard of service that our customers require."

"Impressed with the services and products"

It is the second time that the UK contract - that involves the supply of new tyres, tyre management services, and tyre servicing, has been renewed with Ryder.

Bridgestone's UK Marketing Manager, Roger Moulding, said: "We are delighted to be continuing our relationship with Ryder. The new contract is a boost for the Truck Point organisation that is investing heavily to become the best specialist commercial vehicle dealer network in Europe."



Contract between Bridgestone and Ryder involves the supply of new tyres, tyre management services, and tyre servicing.

Service Europe



Enhanced assistance

Service Europe, Bridgestone's 24/7 breakdown assistance offered to haulage companies, has adopted a few changes effective from August 1, 2004. New tariffs, new geographical distribution, one single call number, all for an even better service.



Taking into account the evolution on the market place and the fleet managers' expectations, Bridgestone has adapted the rates for Service Europe, both in the fields of service and also for the tyres.

Firstly, two geographical zones are defined for the service charges as opposed to three. The first group covers Germany, the Benelux, Great Britain, Ireland and Denmark whereas the second covers Italy, France, Spain, Portugal, Finland, Norway, Sweden, Austria and Switzerland.

The list of available tyre profiles and sizes in the range has increased substantially to meet the market demand. And lastly, for the convenience of the drivers, there is just one central call number instead of two. The number is 00800 101 24 101.

One thing remains unchanged: the quality of the service provided by the members of the Truck Point network that handle the breakdowns!