



**WHEELS-ALIVE!**

[www.wheels-alive.co.uk](http://www.wheels-alive.co.uk)

---

# Bridgestone celebrates final countdown to Olympic Winter Games PyeongChang 2018

Published: February 6, 2018

Author:

Online version:

<https://www.wheels-alive.co.uk/bridgestone-celebrates-final-countdown-to-olympic-winter-games-pyeongchang-2018/>



**WHEELS-ALIVE!**

[www.wheels-alive.co.uk](http://www.wheels-alive.co.uk)



Bridgestone Celebrates Final Countdown to Olympic Winter Games PyeongChang 2018

Bridgestone Corporation (Bridgestone), the world's largest tyre and rubber company and a Worldwide Olympic Partner, is ready to support the staging of the upcoming Olympic Winter Games PyeongChang 2018 - its first Olympic Winter Games as a Worldwide Olympic Partner - through a variety of product, athlete and education initiatives in South Korea.



**BRIDGESTONE**



*Worldwide Olympic Partner*

As part of its Games-time programme, Bridgestone is supplying winter tyres for the International Olympic Committee (IOC) vehicles within the Olympic fleet and is supporting Team Bridgestone - a global roster of Olympic and Paralympic hopefuls aiming to compete in PyeongChang. Additionally, the company is proud to support the official PyeongChang 2018 Education Programme to help the Games leave a lasting, positive impact in the host country, and it plans to share its core Olympic message, 'Chase Your Dream,' with visitors and fans through marketing efforts in the host country.

"As we count down to the Olympic Winter Games PyeongChang 2018, Bridgestone is proud to further demonstrate our commitment to the Olympic Movement, to the world's greatest



athletes, and to improving the way people move, live, work and play as aligned with the company's 'Our Way to Serve' commitment," said Asahiko 'Duke' Nishiyama, Executive Vice President and Executive Officer, Bridgestone Corporation. "These Games also mark another important step forward in strengthening the Bridgestone brand on the global stage. We look forward to showcasing our high-performing products and services, growing our business in South Korea and engaging our 143,000 teammates worldwide while sharing our 'Chase Your Dream' message that empowers people everywhere to persevere in pursuit of their dreams."

## Bridgestone Blizzak Winter Tyres on the IOC Fleet

As the Official Tyre of the Olympic Games, Bridgestone will supply its industry-leading Blizzak winter tyres for all International Olympic Committee (IOC) vehicles in the official Olympic fleet. Tyres are an important vehicle safety feature, making it critical to have the right type of tyre for the driving conditions. Engineered with specialised rubber compounds that remain flexible as temperatures drop, Bridgestone Blizzak winter tyres provide enhanced traction in snowy, icy and slushy conditions, giving Olympic officials maximum control while travelling in PyeongChang.



**WHEELS-ALIVE!**

[www.wheels-alive.co.uk](http://www.wheels-alive.co.uk)

