






















Bridgestone Champions 2024

Welcome






















Agenda: Bridgestone Champions Launch



 10.00am	Andrea Manenti Mark Fereday Phil Berry		Introduction
 10.15am	Mark Fereday Phil Berry		Overview of Bridgestone Champions Programme
 10.45am	Helen Roe		Marketing Workshop
 11.45am	Kerr Wells		Introduction and taster for MAPS
 12.15pm	Mark Fereday Phil Berry		Jacket and Tyre Size collection
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Bridgestone Champions 2024

Philip Parsons	ETB
James Tucker	ETB
Robert Hawkins	ETS
Kieron Thompson	STS Tyre Pros
Francis Johnson	STS Tyre Pros
Stuart Williams	Listers Group
Kieran Grinter	Merityre
Harry Palmer	Savoy Tyres
Anthony Lee	Tanvic
Chris Worboys	Tanvic
Anthony Meggison	Tyre Spot (Stag Tyres)























Intro: Round the table

- 🎯 Name?
- 🎯 Company?
- 🎯 How long?
- 🎯 Position?
- 🎯 Interesting facts or hobbies?



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Why Do we Run The Bridgestone Champions programme?



Bridgestone Champions is a Programme designed to build a relationship with key individuals within our top customer's businesses, to work closely with them and train and educate them on all things Bridgestone plus other important tyre industry-related topics! The aim is for the attendees to become the "Bridgestone go-to person" within their respective businesses, and be able to cascade their learnings and knowledge into each of their respective retail and wholesale outlets



WELCOME LAUNCH AND INDUSTRY UPDATE



13 March 2024



10.00am - 4.00pm



Bridgestone Warwick

Welcome to the program

Enrolment & Giveaways:

Course overview and welcome packs

The Tyre Industry Market:

Short presentation on current market place

Digital Workshop:

What's new, How it works, Social Media guide

Marketing and Bridgestone Selling Tools:

How to make selling out tyres easy!

Bridgestone staff:

Mark Fereday

Phil Berry

Adrian Reeves

Helen Roe

Keith Thomas

Craig Adams

Invites to:

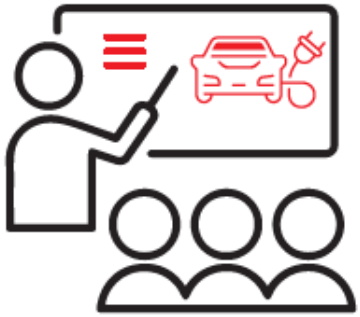
Brett Emerson

Andrea Manenti

Andy Mathias



PRODUCT, TECHNICAL & ELECTRIC VEHICLE TRAINING



17 April 2024



10.00am - 4.00pm



Bridgestone Warwick

This is an introduction in to passenger car tyres.

This training starts with the basics and then delves deeper in to BRIDGESTONE tyre technology, like Run Flat Technology, B-Silent, B-Seal, O-Logic, etc...Learn also why Original Equipment Manufacturers (OEM's) ask tyre manufacturers to brand the tyre with their unique mark and why correct selection is important in order to maintain the correct vehicles DNA performance.

Learn all about the current Bridgestone PC4 line up

from how it is constructed through to its unique unique selling points, and its strenghts when it comes to out performing its competitors! Tyre range will include all Bridgestone products including the Turanza 6, the Potenza Sport and Race, plus the awesome Duravis van range. All summer and All Season technology and features and benefits will be discussed and demonstratedis important in order to maintain the correct vehicles DNA performance.

Bridgestone staff:

Paul Turner Peter Moulding



MAPS EDUCATION WORKSHOP



15 May 2024



9.00am - 5.00pm



Bridgestone Warwick

MAPS' is a bespoke sales methodology that:

Re-defines how the industry sells tyres to the consumer. Develops Bridgestone customers with the mindset and skillset to sell Premium and promote and grow the Bridgestone brand. Completely changes the conversation Bridgestone customers are having with consumers ('value, not price').



This is Alchemist training:

But not as you know it. We build learning experiences that are deeply personal to your company and your people.

Alchemist Staff:

Nicky Stirling Kerr Wells



RETAIL GUEST SPEAKER & RETAIL FOCUS DAY



20 June 2024



10.00am - 4.00pm



Bridgestone Warwick:

We will potentially be opening this up to other members of your higher management.

Andrew McMillan

Specialises in employee engagement, customer experience and the leadership required to create the link between the two. Previously, he spent 28 years working for the John Lewis Partnership, starting as a management trainee to becoming responsible for customer experience across the department store division.

Nigel & Lyn Bromley.

Managing relationships and building trust.




Nigel & Lyn will talk about how to cope with the stresses of managing relationships in the moment, and techniques to help you build a genuine trust based relationship with customer, colleagues, and leaders. They'll take us on a journey about mindset, body language and communications and include some exercises you'll be able to put into practice and share with your teams.

Experiencing the Product!



UK DRIVING EVENT



-  September TBC
-  TBC
-  TBC

We will be delivering an exciting driving day for all Bridgestone Champions to sample for themselves the features and benefits of the Bridgestone products!

Look out for more information as the programme develops, but make sure you save the date!

Crucial customer communication training



TELEPHONE TRAINING INCORPORATING ONLINE EDUCATION SESSION



16 October 2024



10.00am - 4.00pm



Bridgestone Warwick

A one day course delivered face to face, to enhance reception staff call answering techniques.

Subjects covered include: Importance of the telephone Common mistakes when taking calls Key skills for effective telephone use: Building rapport, Customer information gathering, Mystery shopper / live calls, Questioning techniques, Understanding customer needs, Overcoming objections, and Closing the call.

Online:

Plan your strategy to capture the hearts, minds, and wallets of today's eCommerce shoppers. Learn the current eCommerce market trends & how to implement them for your brand. Online tyre shopping has grown in popularity recently. The ease of internet buying and the capability to compare prices and products from many suppliers are to blame for the change in consumer behaviour.

Bridgestone staff:

Paul Turner Adrian Reeves

Wrap up!



WRAP UP AND AWARDS



27 November 2024



10.00am - 2.00pm



Bridgestone Warwick

Wrap up and awards

A great way to wrap up the programme and award the Bridgestone Champions with their certificates and awards. A good opportunity to get feedback and check that everyone has a full understanding of the final delivery of the course.

Bridgestone staff:

Mark Fereday Phil Berry Adrian Reeves

Helen Roe Craig Adams

Invites to: Brett Emerson Andrea Manenti Andy Mathias




















The Bridgestone Champions Programme: Updates following modules



<https://www.bschampions.co.uk/>








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MAPS

SALES LEARNING JOURNEY



MEET & GREET



ASK
QUESTIONS










PERSONALISE



SUMMARISE

Agenda: Bridgestone Champions Launch






















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Tyres & Jackets!











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The DNA of Digital Marketing

Bridgestone Champions

| Search...




Adrian Reeves

Online Performance Lead



Professional
A global digital leader specialising in marketing and digital experience.



 20 countries
4 continents



Personal
A motorsport and gaming advocate with an interest in space and technology.



Agenda

Digital Marketing:

1. Trends
2. The *Why*
3. The *What*
4. The *How*

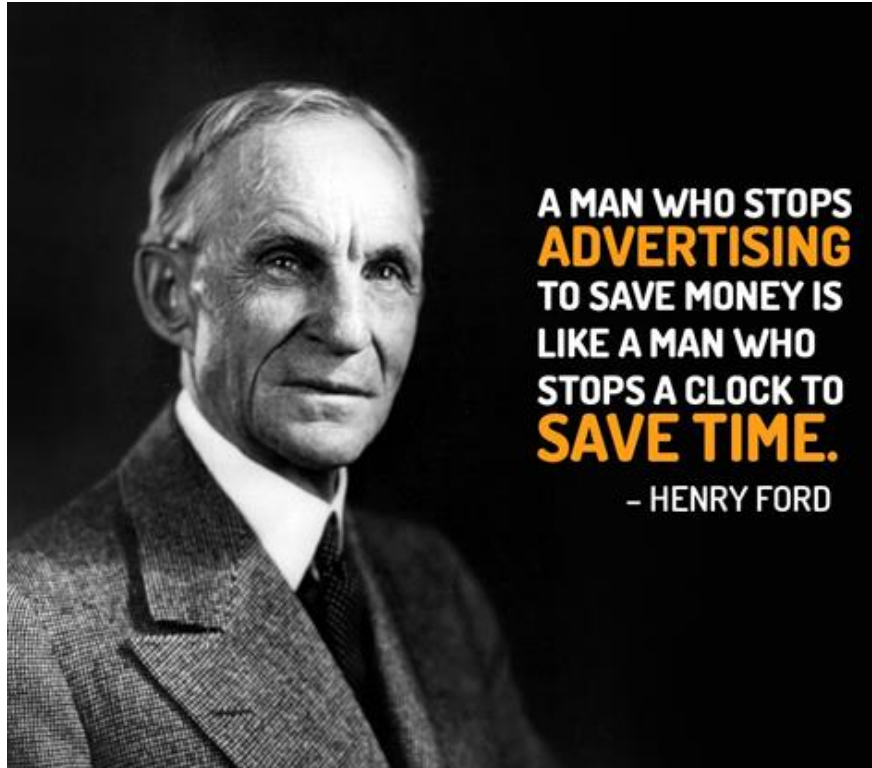
There are quizzes and a group exercise.

This knowledge is relevant to your business.

Whether you influence marketing directly or not, this approach concept applies to businesses big and small.

Importance

Marketing helps business growth



Insights

Before Digital Marketing there was an intuition...



“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

- John Wanamaker,

father of modern advertising and a "pioneer in marketing.”

Consumer Trend

Online growth

3 trends in digital engagement

1 Demand volatility

Massive numbers of consumers have moved online. Research shows that in sectors ranging from financial services to all manner of consumer goods more people are doing more discovery, familiarization, validation, and buying online.

- April and May 2020 saw more ecommerce growth than the previous decade with digital sales jumping from 16% to 27% of all retail in the US ¹ and from 18% to 30% in the UK ² ←
- In effect, a change that would have happened in 10 years, happened in 8 weeks ³

In partnership with **BCG** BOSTON CONSULTING GROUP

¹ Source: US Department of Commerce, ShawSpring Research, 2020

² Source: UK Office of National Statistics, 2020

³ Source: US Department of Commerce, ShawSpring Research, 2020

⁴ Source: Avioos, Bank of America


⁵ Source: BCG research and analysis

Consumer Trend

Experience expectation

2 Personalization

Even pre-2020, consumer expectations regarding personalization were rising for both digital and offline engagement

- 78% of online consumers are more likely to purchase with personalized experiences (e.g., different offering).⁴ 
- Additionally, more and more digitally native generations will start to become prospective customers for brands, accelerating the trend.

In partnership with  **BCG** BOSTON CONSULTING GROUP

¹ Source: US Department of Commerce, ShawSpring Research, 2020

² Source: UK Office of National Statistics, 2020

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⁴ Source: Avioos, Bank of America

⁵ Source: BCG research and analysis

Consumer Trend

Challenging experience expectation

Privacy

Consumer privacy concerns are also evolving, and new regulations are shifting industry data practices, such as large tech companies new stance on privacy or the depreciation of 3rd party cookies, altering how brands engage with customers online.

- According to BCG research and analysis, 80% of customers are cautious about sharing their data, but still expect personalization. ⁵



In partnership with  **BCG** BOSTON
CONSULTING
GROUP

¹ Source: US Department of Commerce, ShawSpring Research, 2020

² Source: UK Office of National Statistics, 2020

³ Source: US Department of Commerce, ShawSpring Research, 2020

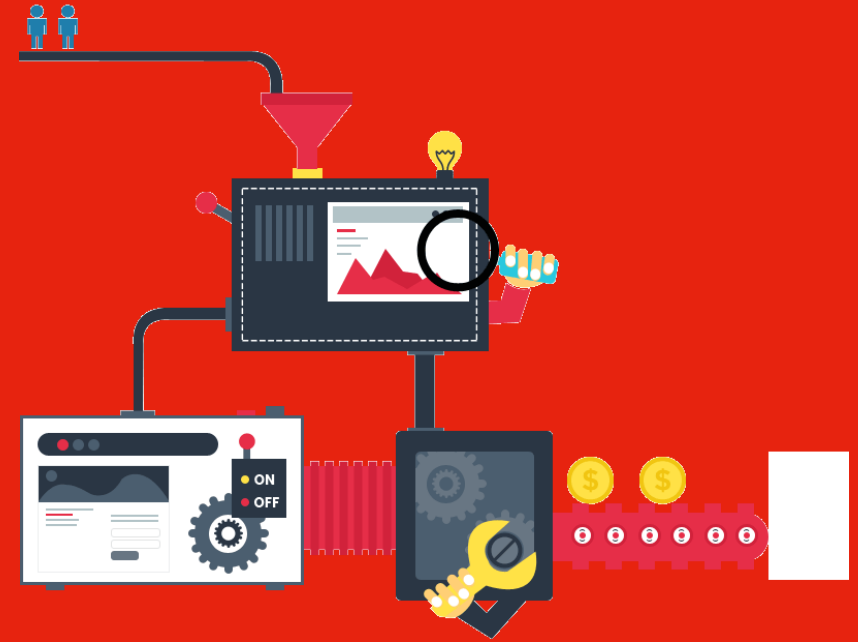
⁴ Source: Avioos, Bank of America

⁵ Source: BCG research and analysis

BRIDGESTONE

Digital Marketing

The *Why*



Digital Marketing

The Why

Understanding the importance and purpose to your business.

This focus area is all about understanding the purpose and goals of your digital marketing efforts.

Digital Marketing

The Why

Understanding the importance and purpose to your business.



How it fits into your **overall business strategy**.

Tickets to Jupiter have been paused due to legal complications.

Our ambition is to be the largest inter-stellar travel agency in the universe.



What you **want to achieve** with your digital marketing.

- Create an emotive connection to our unique experience, one-way tickets to Mars.*
- Applicants should be directed to our online suitability assessment.*



It's important to have a clear understanding of your **target audience**.

Brave and healthy young-adults with a strong interest in space ...and travel.

Get to know your ideal customers



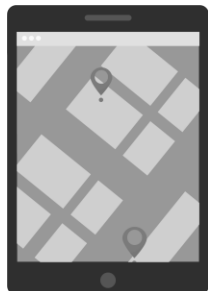
Strategy & Analysis – which customer group is more profitable?

What are your customers interests, attitudes and values? - **Psychographic Information**



Behavioral Information – what are your customer's purchase journey expectations?

Are your ideal customers affluent, married and have children? - **Demographic Information**



Geographic Information – where do your potential customers live? Rural or town-based?

**QUIZ
TIME!**

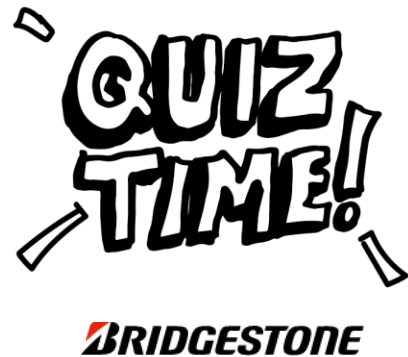


Join at [menti.com](https://www.menti.com)

Use code: **85 30 40 2**

The *Why* stage of Digital Marketing is best described as?

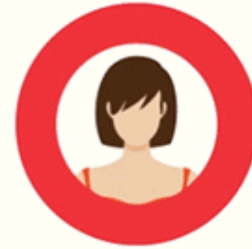
1. Understanding the importance and purpose to your business.
2. Defining how you're going to execute the campaign.
3. The assets and ads that you'll use.



BRIDGESTONE

Digital Marketing

The How



Digital Marketing

The How

Defining how you're going to execute the campaign.

This focus area is about the tactics and strategies you use to achieve your digital marketing goals.

Digital Marketing

The How

Defining how you're going to execute the campaign.

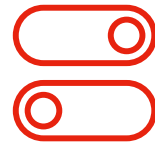


The Brief (lists the needs) **and the Plan** (documents the how)

How much budget do we need to achieve this?

Who should be involved in the planning?

When is best to activate?



The marketing **channels and tactics**

Certain channels are better at reaching certain audiences (B2B vs B2C), (young adult vs mature adult).

Certain channels are better at creating brand awareness vs driving a sale.



How do we **measure success?**

Use data and analytics to measure the effectiveness of your efforts.

What does good look like? (how many video views or sales)

Traditional marketing channels



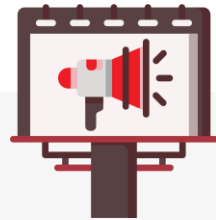
**Flyers &
Brochures**



Radio



TV Adverts



Billboards



**Newspaper
Adverts**



Magazines

Digital marketing channels



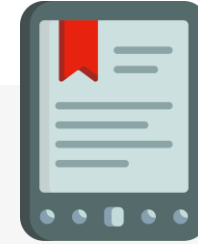
Social Ads



Blogs



White papers



Ebooks



Display Ads



Videos



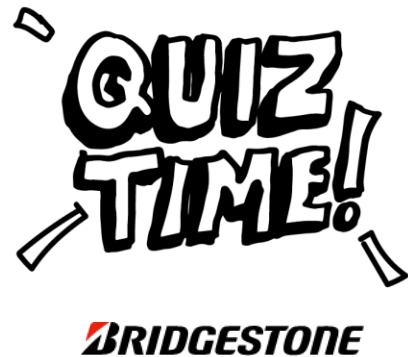
Infographics



eNewsletters

The *How* stage of Digital Marketing is best described as?

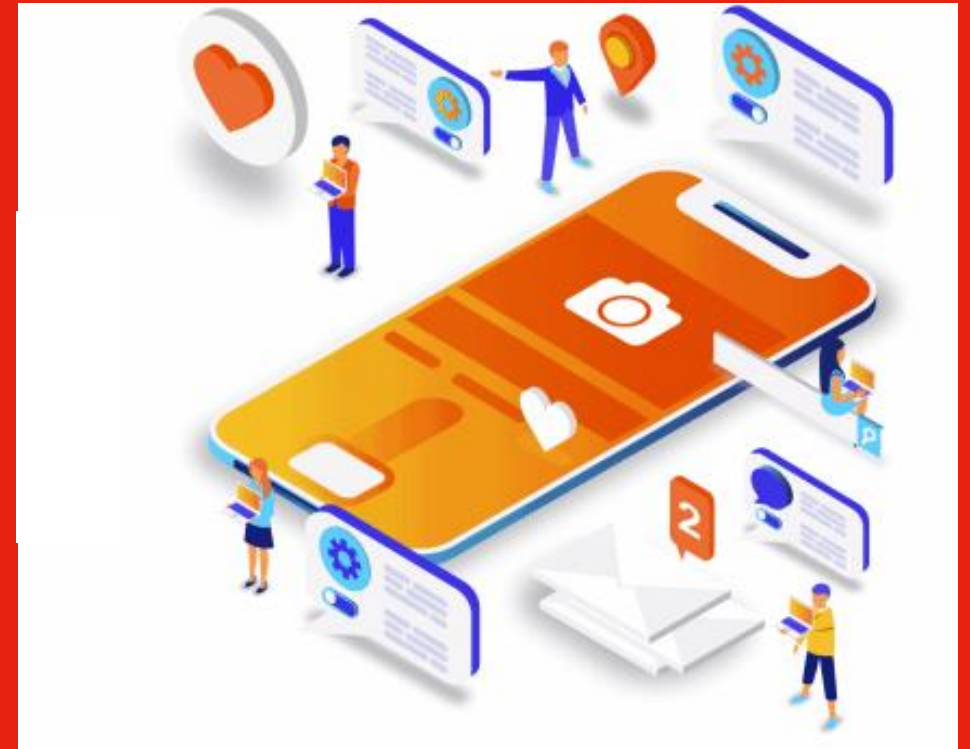
1. Understanding the importance and purpose to your business.
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BRIDGESTONE

Digital Marketing

The *What*



BRIDGESTONE

Digital Marketing

The What

The assets and the ads that you'll use.

This focus area is about the specific content and messaging you use in your digital marketing.

Digital Marketing

The What

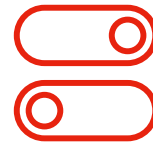
The assets and the ads that you'll use.



Advert requirements of the marketing channels selected.

The advert format will vary notably depending on the marketing channels.

(Facebook ad vs YouTube ad)



Advert content that resonates with your target audience.

Ensure the advert stands-out (e.g.: 'thumb-stopping' on social).

Ensure that the advert is relatable.

Ensure that the advert delivers its message.



Review content regularly.

Based on your success measurements, is the advert performing as intended?

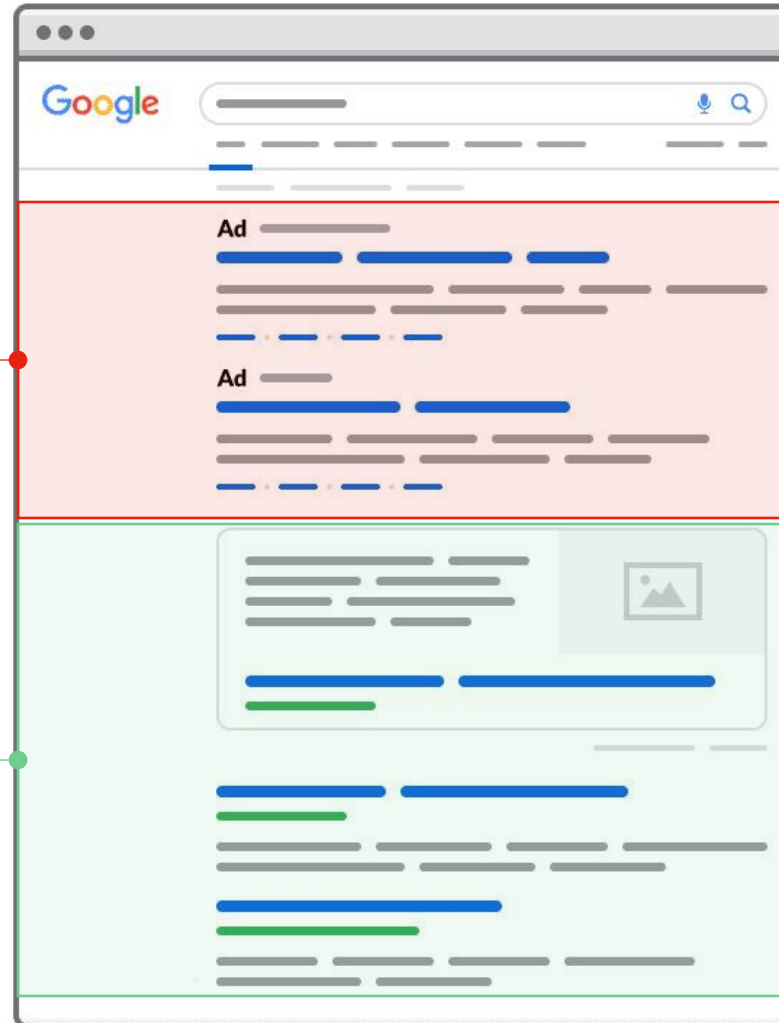
Update your content to enhance performance.

Get to know **Paid Search** (PPC = pay per click)

PPC - PAID RESULTS

Businesses pay Google to be here

A.K.A. Search Engine Advertising, Paid Search, Pay-Per-Click Ads



SEO - ORGANIC RESULTS

No one can pay Google to be here

A.K.A. Search Engine Optimisation, Organic Search, Natural Results

Basic Google SERP




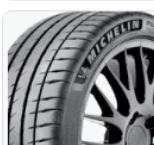
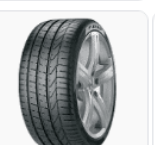
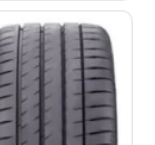
Get to know Paid Search (PPC = pay per click)

The screenshot shows a Google search for "best tyres for bmw". The search bar contains the text "best tyres for bmw". Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "Videos", "News", and "More". The search results are divided into organic results and a shopping carousel.

Organic Results:

- Ad** · <https://www.kwik-fit.com/> · 0800 757677
15% Off 4+ Michelin Tyres - With Code MIKWIK - Kwik-Fit.com
We're The Leading Fast Fit Supplier Of **Tyres** In The UK. Get Your Michelin **Tyres** Online. Shop Our Michlien Range And Book To Have Your **Tyres** Fitted At A Local Centre. Guarantee On All **Tyres**. Unrivalled Choice. Low Prices. Suit Your Needs & Budget.
★★★★★ Rating for kwik-fit.com: 4.5 - 7,862 reviews
📍 Leamington Spa · 8 locations nearby
- Ad** · <https://www.national.co.uk/> · 0808 256 4947
BMW Tyres At National™ - Next Day Tyre Fitting
National **Tyres**™ Mobile **Tyre** Fitting. Order **Tyres** Online And We'll Come To You. Explore...
★★★★★ Rating for national.co.uk: 4.7 - 24,351 reviews
📍 Unit 22B, Western Road, Stratford-upon-Avon - Closed now · Hours ▼
- Ad** · <https://www.blackcircles.com/bmw/tyres> ·
Rated 9.6/10 By Our Customers - BMW Tyres Blackcircles
Convenient & easy, with the largest mobile fitting network in the UK, we can come to you. Our Customers Saved £49 On Average. See How Much You Can Save On **Tyres** Today.
- Ad** · <https://www.halfords.com/tyre/deals> ·
BMW Tyres at Halfords - 15% Off on Select Tyre Brands
Use Code SAFETYRES21 to Enjoy Huge Savings On Bridgestone, Apollo & Goodyear **Tyres** Today.

Shopping Carousel (Ads - Shop now):

 Bridgestone Potenza S001... £101.50 Kwik Fit By Google	 225/45 R17 Y Michelin... £98.15 Blackcircles.com £88.34 with c... By Google	 Michelin Pilot Sport 4S Tyre... £337.00 Kwik Fit By Google
 Michelin Pilot Sport 4S 235/... £166.85 National Tyre Se By HeroCom...	 Pirelli P Zero Tyres... £133.50 Kwik Fit By Google	 225/40 R18 Y Michelin Pilot... £83.19 Blackcircles.com £74.87 with c... By High Stre...

It's primarily a customer traffic-driving channel.

Those with a stronger brand awareness and brand affinity will drive more customers.

The *What* stage of Digital Marketing is best described as?

1. Understanding the importance and purpose to your business.
2. The assets and ads that you'll use.
3. Defining how you're going to execute the campaign.



Build your campaign (3 team groups)

Instructions

1. You'll be **split up into 3 groups**.
2. **Each group will receive a Brief** to guide your answers.
3. In your group, work together to **form your campaign** – your campaign should include one, many or all from each of the three segments listed to the right.
4. You have **5 minutes**.

How		What
Geo coverage	Channel selection	Advert topic
Choose one, many, or all:	Choose one, many, or all:	Choose one, many, or all:
National	Paid Social - Facebook	Potenza Sport advert
Rural only	Paid Search - Google	Dualer advert
Towns & Cities only	Paid Social - LinkedIn	Turanza 6 advert

Build your campaign – Group 1 Brief

Why

Insights

?

How

Geo coverage

?

Channel selection

?

What

Advert topic

The **Potenza Sport** is suited to customers who prefer a sportier driving experience.

The **Blizzak** is best suited for rural customers in the winter snow.

The **Turanza 6** is a versatile tyre, suitable for most customer types.

Build your campaign – Group 1

How		What
Geo coverage	Channel selection	Advert topic
Choose one, many, or all:	Choose one, many, or all:	Choose one, many, or all:
National	Paid Social - Facebook	Potenza Sport advert
Rural only	Paid Search - Google	Dualer advert
Towns & Cities only	Paid Social - LinkedIn	Turanza 6 advert

Build your campaign – Group 2 Brief

Why

Insights

?

How

Geo coverage

The **Blizzak** is best suited for rural customers.

The **Potenza Sport** is suitable nationally.

The **Turanza 6** is suitable nationally.

Channel selection

Insights suggest that both '**Paid Social – Facebook**' and '**Paid Search – Google**' could be suitable to reach Potenza Sport and Turanza 6 prospects.

It is not suggested to use '**Paid Search – LinkedIn**' to reach Potenza Sport and Turanza 6 prospects.

We're currently unsure which channels are best to reach **Blizzak** prospects.

What

Advert topic

The **Potenza Sport** is suited to customers who prefer a sportier driving experience.

The **Blizzak** is best suited for rural customers in the winter snow.

The **Turanza 6** is a versatile tyre, suitable for most customer types.

Build your campaign – Group 2

How		What
Geo coverage	Channel selection	Advert topic
Choose one, many, or all:	Choose one, many, or all:	Choose one, many, or all:
National	Paid Social - Facebook	Potenza Sport advert
Rural only	Paid Search - Google	Dualer advert
Towns & Cities only	Paid Social - LinkedIn	Turanza 6 advert

Build your campaign – Group 3 Brief

Why

Insights

How

Geo coverage

Channel selection

What

Advert topic

We need to run a marketing campaign this **summer**.

It is not recommended to promote the **Potenza Sport** at this time due to recent very high-demand stock is limited nationally.

Insights suggest that the **Blizzak** is best advertised during winter.

Insights suggest that the **Turanza 6** could sell very well with a bit of extra advertisement during summer.

The **Blizzak** is best suited for rural customers.

The **Potenza Sport** is suitable nationally.

The **Turanza 6** is suitable nationally.

Insights suggest that both '**Paid Social – Facebook**' and '**Paid Search – Google**' could be suitable to reach Potenza Sport and Turanza 6 prospects.

It is not suggested to use '**Paid Search – LinkedIn**' to reach Potenza Sport and Turanza 6 prospects.

We're currently unsure which channels are best to reach **Blizzak** prospects.

The **Potenza Sport** is suited to customers who prefer a sportier driving experience.

The **Blizzak** is best suited for rural customers in the winter snow.

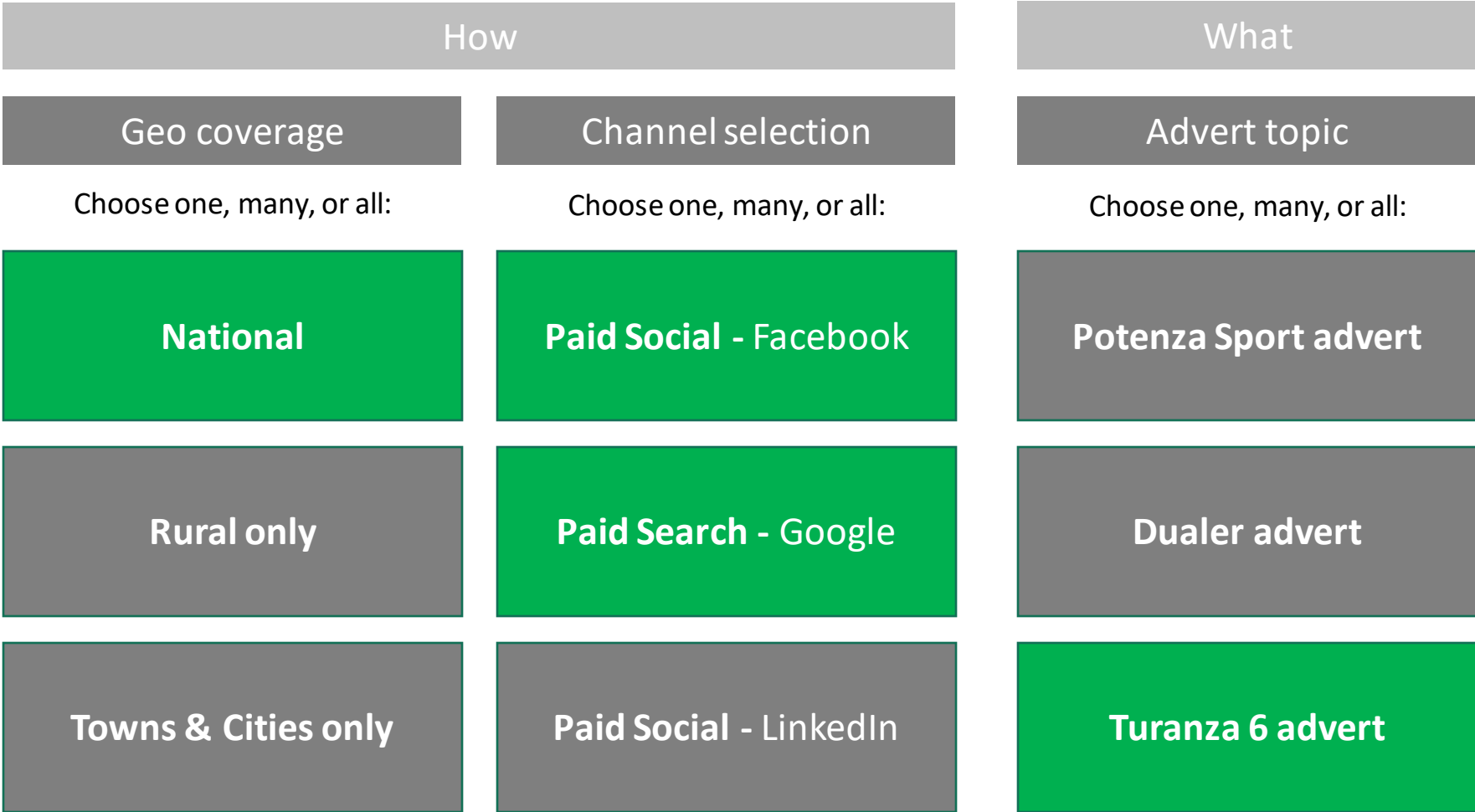
The **Turanza 6** is a versatile tyre, suitable for most customer types.

Build your campaign – Group 3

How		What
Geo coverage	Channel selection	Advert topic
Choose one, many, or all:	Choose one, many, or all:	Choose one, many, or all:
National	Paid Social - Facebook	Potenza Sport advert
Rural only	Paid Search - Google	Dualer advert
Towns & Cities only	Paid Social - LinkedIn	Turanza 6 advert

Build your campaign - Optimal

The Why, How and What are important factors for driving efficient marketing campaigns.

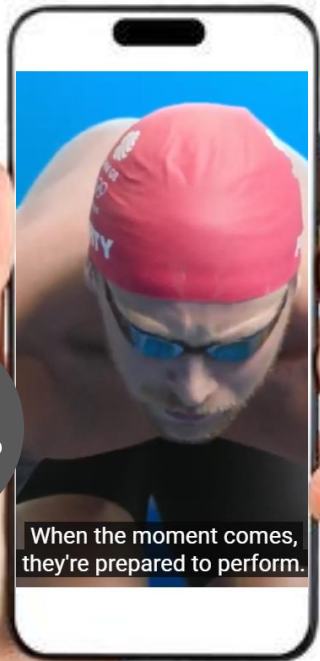


Our Campaign

Why	How		What
Purpose	Approach	Channel	Advert topic
<ol style="list-style-type: none">1. We need to continue to be recognised as a leading brand within the UK tyre market.2. We need to drive 'in-market' customers to purchase Bridgestone car tyres from our retail partners.	<p>Build an emotional connection with potential customers by leveraging our fantastic Olympic Games affiliation.</p> <ol style="list-style-type: none">1. Boost our Brand Affinity ('I like Bridgestone') via an emotional and relatable advert.2. Create a unique Olympic Games offer to increase 'thumb stop' and drive customer traffic to our retail partners.	<ol style="list-style-type: none">1. YouTube is often a great channel for sharing emotional, inspiring and relatable video content.2. A. Create awareness to our unique Olympic Games offer via Facebook. B. Drive customer traffic via Facebook to a webpage that explains the promotion and highlights our retail partners.	<ol style="list-style-type: none">1. Our brand video featuring our athlete ambassador, Adam Peaty (swimmer) will build emotional connection and is ideal for YouTube consumption.2. A. Build dedicated Facebook adverts that stand-out and explain our unique promotion. B. Build dedicated Facebook adverts that stand-out and drive potential customers to our webpage.

Bridgestone X Olympic Games Promotion

Phase 1
BRAND AFFINITY
Video



END GOAL
5 million video
views

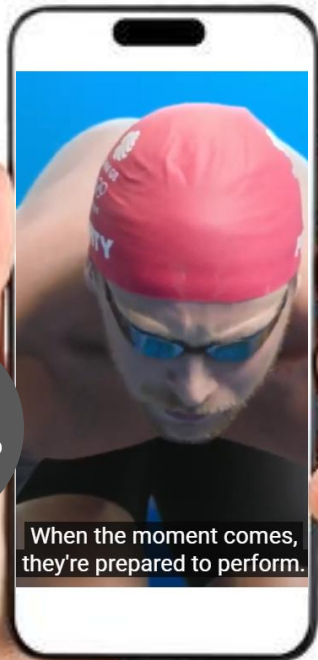


Prepared to Perform Campaign – UK Ad #1



Bridgestone X Olympic Games Promotion

Phase 1
BRAND AFFINITY
Video



END GOAL

5 million video views



Phase 2
PROMOTION AWARENESS
Video, Display & Paid Social



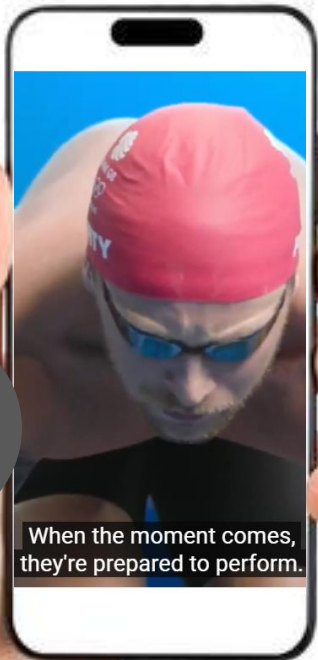
END GOAL

1.7 million video views



Bridgestone X Olympic Games Promotion

Phase 1
BRAND AFFINITY
Video



END GOAL
5 million video views

Phase 2
PROMOTION AWARENESS
Video, Display & Paid Social

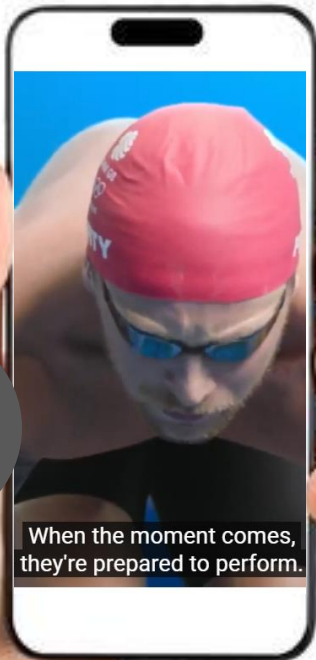


END GOAL
1.7 million video views



Bridgestone X Olympic Games Promotion

Phase 1 BRAND AFFINITY Video



END GOAL

5 million video views



Phase 2 PROMOTION AWARENESS Video, Display & Paid Social



END GOAL

1.7 million video views



Phase 3 PURCHASE DRIVING Paid Social



END GOAL

30 thousand web visitors



Bridgestone X Olympic Games Promotion

Phase 1 BRAND AFFINITY Video



END GOAL

5 million video views

YouTube

Phase 2 PROMOTION AWARENESS Video, Display & Paid Social



END GOAL

1.7 million video views

captify



Phase 3 PURCHASE DRIVING Paid Social



END GOAL

30 thousand web visitors



WIN OLYMPIC GAMES PARIS 2024 TICKET PACKAGES

When you buy any **two** or **four** Bridgestone Car, Van & 4x4 tyres.

Plus get a **FREE** Olympic Games Mascot gift with every purchase.

T&C's apply

Bridgestone X Olympic Games Promotion

Phase 1 BRAND AFFINITY Video



END GOAL

5 million video views



Phase 2 PROMOTION AWARENESS Video, Display & Paid Social



END GOAL

1.7 million video views



Phase 3 PURCHASE DRIVING Paid Social

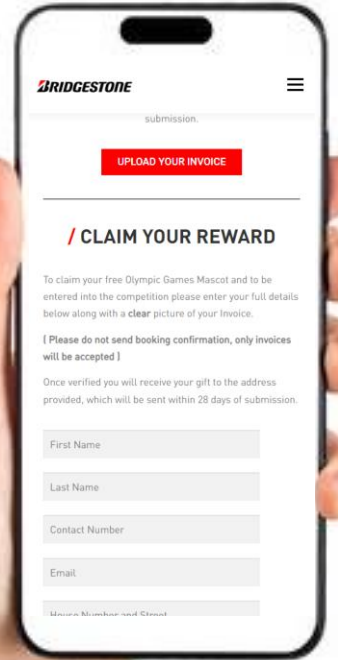


END GOAL

30 thousand web visitors



Phase 4 PROMOTION REDEMPTION Online



Bridgestone X Olympic Games Promotion

WK10 (of WK12) Activity Update

Phase 1 BRAND AFFINITY Video

WK10 UPDATE

This brand layer has concluded with just over **3.5m video views**.

END GOAL

5 million video views

YouTube

When the moment comes, they're prepared to perform.

Phase 2 PROMOTION AWARENESS Video, Display & Paid Social

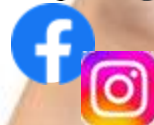
WK10 UPDATE

With **165k video views last week** this layer has now achieved 105% of the intended views, with 2 more weeks to go.

END GOAL

1.7 million video views

captify



Phase 3 PURCHASE DRIVING Paid Social

WK10 UPDATE

This layer drove **900 clicks last week, 27k clicks overall**, and is on track for target.

END GOAL

30 thousand web visitors



WIN OLYMPIC GAMES PARIS 2024 TICKET PACKAGES

When you buy any **two or four** Bridgestone Car, Van & 4x4 tyres.

Plus get a **FREE Olympic Games Mascot** gift with every purchase.

T&Cs apply

Phase 4 PROMOTION REDEMPTION Online

WK10 UPDATE

319 redemptions so far.

ward
scot and to be
se enter your full details
re of your invoice.

and booking confirmation, only invoices
will be accepted |

Once verified you will receive your gift to the address
provided, which will be sent within 28 days of submission.

First Name

Last Name

Contact Number

Email

Mobile Number and Consent

The DNA of Digital Marketing

The WHY

Understand your most valuable customers.

The HOW

Prioritise channels that connect you to your target audience.

The WHAT

Content is King. Create thumb-stopping ads.

This knowledge is relevant to your business.

Whether you influence marketing directly or not, this approach concept applies to businesses big and small – share and support.























THANK YOU!



Agenda: Bridgestone Champions Launch



 10.00am	Andrea Manenti Mark Fereday Phil Berry		Introduction
 10.15am	Mark Fereday Phil Berry		Overview of Bridgestone Champions Programme
 10.45am	Helen Roe		Marketing Workshop
 11.45am	Kerr Wells		Introduction and taster for 
 12.15pm	Mark Fereday Phil Berry		Jacket and Tyre Size collection
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 2.00pm	Adrian Reeves		Digital Overview
 3.00pm	Paul Beedle		Technical Team Introduction
 3.30pm	AOB		
 3.45pm	Finish		

Bridgestone North Europe Market Technical Team



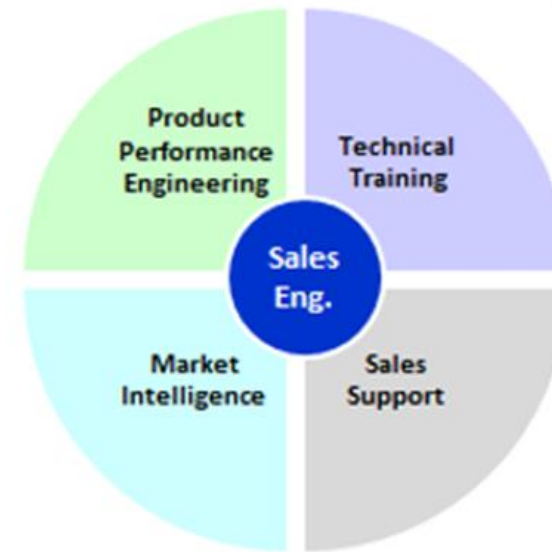
Introduction

Welcome to the Market Technical Team

(also known as 'Technical' and 'Field Engineering').

The Functions of the BSNOR MTT are four-fold:

- Product Performance (including product complaint resolution)
- Technical Training
- Sales Support Activities
- Market Intelligence




Field Engineering - United Kingdom & Ireland

Regional Coverage



Rhys Thomas
Wales



S.Ali
East



Peter Moulding
Midlands



Paul Beedle
North



Steven Bracher
South



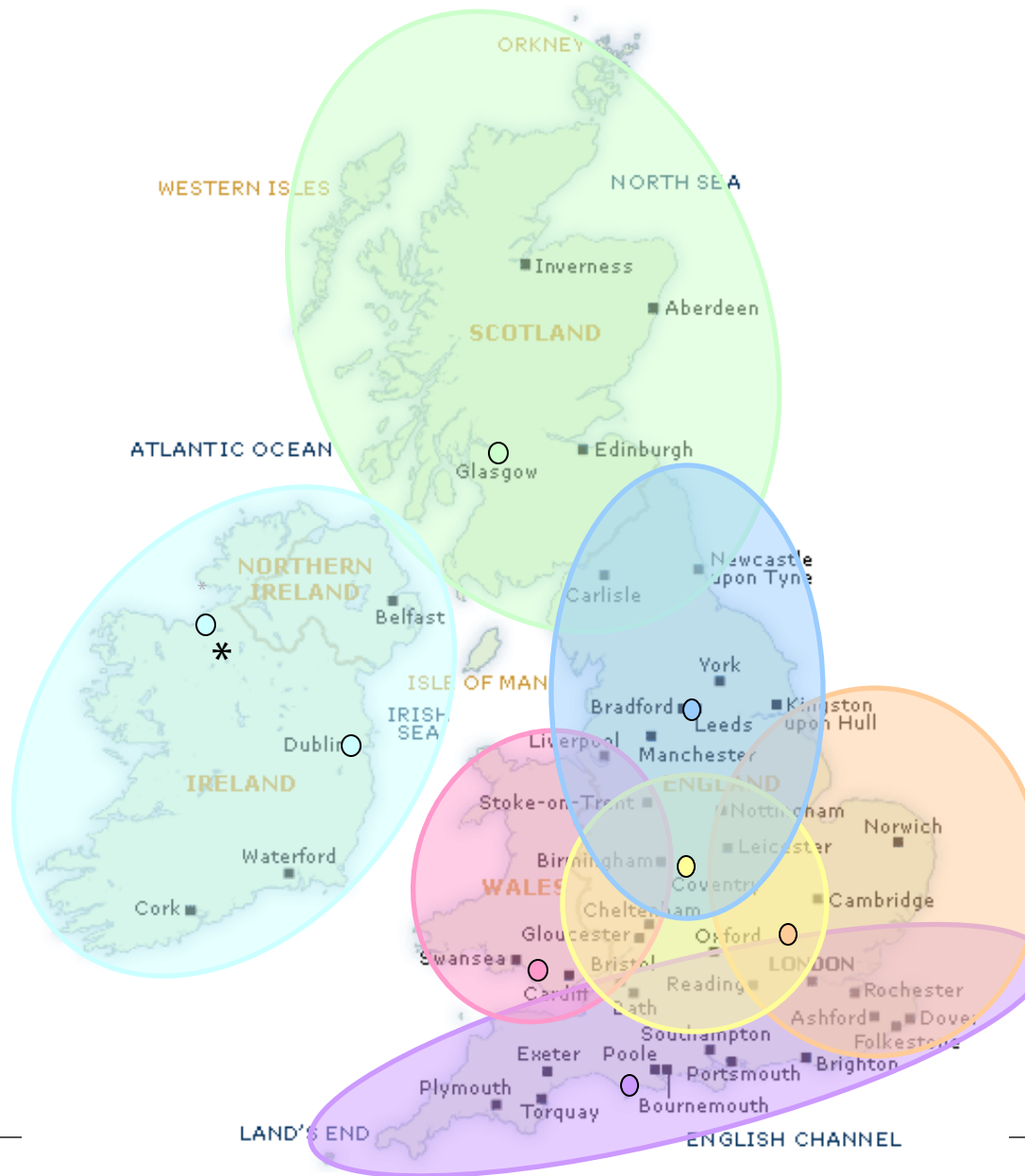
John Farrell
Scotland



Gerard Tully
Ireland



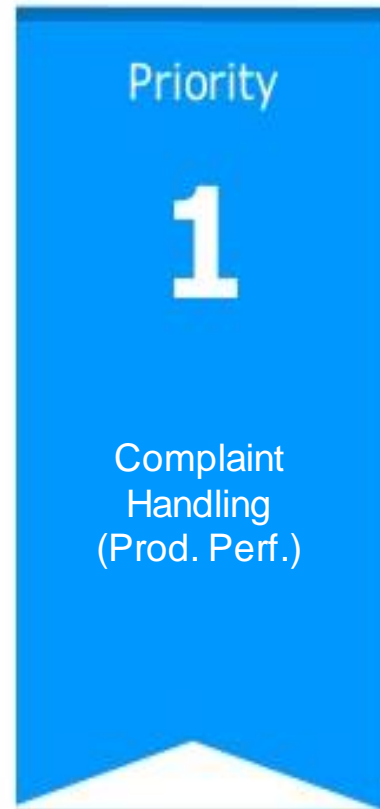
Conor Burns
Ireland *



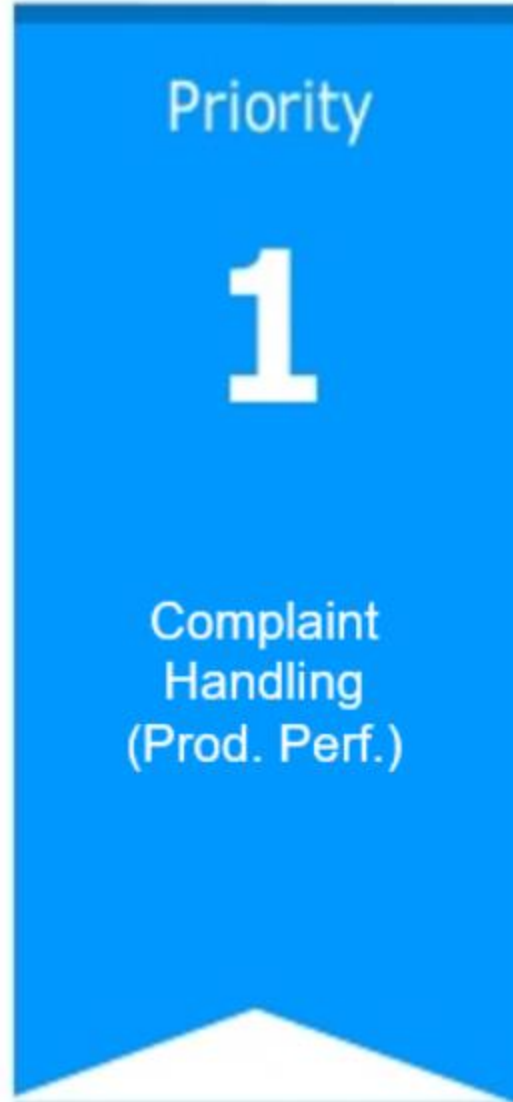
What are our priorities!



Four Pillar Support



BSNOR Field Engineering




Product Complaints – B-Warranty Care

BRIDGESTONE Presents...

B | WARRANTYCARE

For Handling all your tyre and warranty needs

- One single online warranty solution for all Bridgestone products, from start to finish
- An easy to use interface with full transparency of all your warranty claims
- A paperless, sustainable solution to warranty care




A dedicated warranty view dashboard

Create your warranty case and track it through our new **CLAIMS LIST** feature.

This provides a fully transparent status overview of your outstanding warranty claims.

Use the **CLAIMS DASHBOARD** feature to view statistics and case data for your account.





A digital, modern solution from start to finish


B Warranty care provides many benefits to Bridgestone users and clients.

All claims are handled digitally, and will generate a customised warranty claim judgement letter to the client's and end-user's email address.


- CLAIM CREATION
- UPDATING INFORMATION
- VALIDATION
- CLAIM JUDGMENT
- LETTER GENERATION




B | WARRANTYCARE Simplicity and individual attention. Made to work for you!

 02/01/2024

B Warranty Care goes live 2nd January 2024! Prior to launch, during the month of December 2023, we will be undergoing a transitional period as we move to our new system. Unfortunately we will not be able to process new warranty claims during this period.

 Our new B Warranty Care can be accessed through Tyrelink2! A Tyrelink2 account is required before access to B Warranty Care.
Link to B Warranty Care : <https://bwarrantycare.bridgestone.eu>

 B Warranty Care query contact :
UK : bsuk.technical@bridgestone.eu
Ireland : bsirtechnicalquery@bridgestone.eu

- Will be launched to dealers this year.
- Passenger and Truck products are returned to Bridgestone for inspection.
- Agricultural and Off the road products, Field visits are arranged for an engineer to visit the dealer or customer.
- Other field visits can be arranged on request.

Product Complaints - Inspection Benefits - Lexus Complaint Tyre (1)



Driver was a top executive, and raised his concern to senior management of an influential company, advising our tyres are faulty. Photo was circulated through his top management before it was sent to MTT team.

Product Complaints - Lexus Complaint Tyre (2)



Penetration found in the tread. Use in an underinflated condition has led to run-flat damage and failure of the tyre

Customers often assume that tyre failure is due to a product issue.

Priority

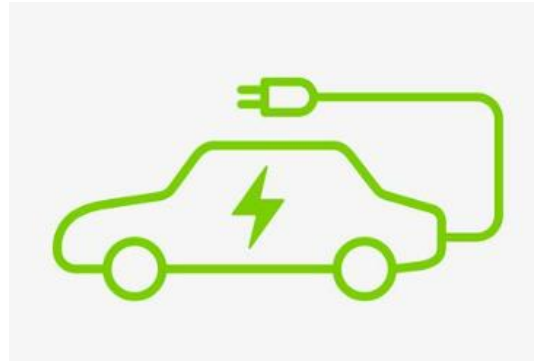
2

Test, evaluation
and monitoring
(Market Intel.)

Market Intel. – Product Planning

Evolution of a new product

Providing the right products for the market is crucial to success




Product Planning increases in importance

Influenced by :

- Environmental and safety requirements.
- Legislation and regulation of vehicles and components.
- Future market requirements
- Major EC projects related to road transport industry

(For CLEANER, more EFFICIENT and FAIRER: Eco and Harmonisation)

Market Intel. – Performance Reports




MTF710
FE Engineer: S.Bracher, P.Moulding, R.Kelter

To: Gary Powell (BSNOR)
Simone Neroni (TCE)


Cc:

315/80R22.5 Experimental Steer, Drive & Trailer Patterns for Regional Operation Interim Report

Report No.	18-00117
Date	24th July 2018




BSNOR Field Engineering



Wear Life


Steer Axle:



SA15 (MAT88) SA14 (MAT88 & T7337) R-STEER 001 Conti Hybrid H53

Summary Comments:

- Truck 12/ on Hybrid H53 with misalignment and excluded from performance report. (Only 2* tyres)
- Truck 2/ on SA15 MAT88 with high wear rate and is pulling the average projected life down.
- RTD data excluded from centre grooves (2 & 3) on SA15 MAT88; very narrow grooves and unreliable readings (h & t might also be affecting readings).
- SA14 MAT88** clearly the best performing spec in terms of projected life at this early stage of wear:
 - SA14 MAT88 (170) n = 6 (170K)
 - SA15 MAT88 (143) n = 6 (141K)
 - RSV1Z (100) n = 4 (98K)
 - SA14 T7337 (98) n = 4 (97K)
 - Hybrid H53(88) n = 2* (86K)



Executive Summary

Steer Axle: Size -	Products	RP (J)	Competitor (M)	Best Spec (D)
O ok	Tyre Product	RSV1Z	Hybrid H53	SA14 MAT88
Δ borderline	SAP IPC / TTMS Test IPC	5388		13787
X not ok				
Performance evaluation	Wear Life	X	X	O
	Irregular Wear	O	O	O
	Damages	O	O	O
	Final Judgment	Δ	X	O


Steer Summary:
RSV1Z borderline as wear stage is <20%. Sample size of Hybrid H53 is down to 2 tyres due to vehicle mis-alignment. **SA14 MAT88** best performing steer tyre in terms of life (no damages but watch for centre wear and groove crack).


Drive Axle: Size -	Products	RP (K)	Competitor (N)	Best Spec (E)
O ok	Tyre Product	RDV1Z	Hybrid HD3	SJ16 DAT69
Δ borderline	SAP IPC / TTMS Test IPC	5390		13867
X not ok				
Performance evaluation	Wear Life	X	O	O
	Irregular Wear	O	O	O
	Damages	O	O	O
	Final Judgment	X	O	O

Drive Summary:
Life of RDV1Z is poor. Hybrid HD3 with a lot of stone retention but not damaging casing. **SJ16 DAT69** best performing drive tyre in terms of life (no damages, heel & toe wear acceptable; watch for stone retention)

Trailer Axle: Size -	Products	RP (L)	Competitor (O)	Best Spec (I)
O ok	Tyre Product	R168DZ PLUS	Hybrid HT3	S284 T8437
Δ borderline	SAP IPC / TTMS Test IPC			
X not ok				
Performance evaluation	Wear Life	O	O	O
	Irregular Wear	O	O	O
	Damages	O	O	O
	Final Judgment	Too early	Too early	Too early

Trailer Summary:
S284 T8437 is the best performing trailer tyre, however, it's too early for final judgement as wear stage is <20%.


3 For Internal Communication Only 



Performance Summary – Steer: 315/80R22.5

	Products	RP (J)	Competitor (M)	exp 1 (A)	exp 2 (D)	exp 3 (G)
	Tyre Product	RSV1Z	HYBRID H53	SA15 MAT88	SA14 MAT88	SA14 T7337
	SAP IPC / TTMS Test IPC	5388		13866	13865	13787
Test activity	Number of test tyres	4	4	6	6	4
	Sample Size (>20% wear stage)	4 – (0 >20%)	2 (2 excluded)	6	6	4
	OTD (mm)	17.3	16.0	15.6	15.6	15.6
	Minimum RTD (mm)	14.7	11.3	12.1	12.4	12.3
	Avg. Actual (km)	17,853	31,151	38,948	42,134	26,286
	Avg. Wear Ratio (%/life)	18%	36%	28%	25%	26%
	Additional note	Note	2 H53 with misalignment	H & t wear and stone retention	Note	Note
Performance evaluation	Wear Life	X	X	O	O	X
	Estimated life	98,263km	86,107km	140,668km	166,957km	96,592km
	Estimated life Index	100	88	143	170	98
	Wear Rate	6,872km/mm	6,624km/mm	11,164km/mm	13,251km/mm	7,666km/mm
	Irregular Wear	O	X Misalignment	O Heel & toe	O	O
	Damages	O	O	O Stone retention	O	O
	Final Judgment	Δ	X	Δ	O	X

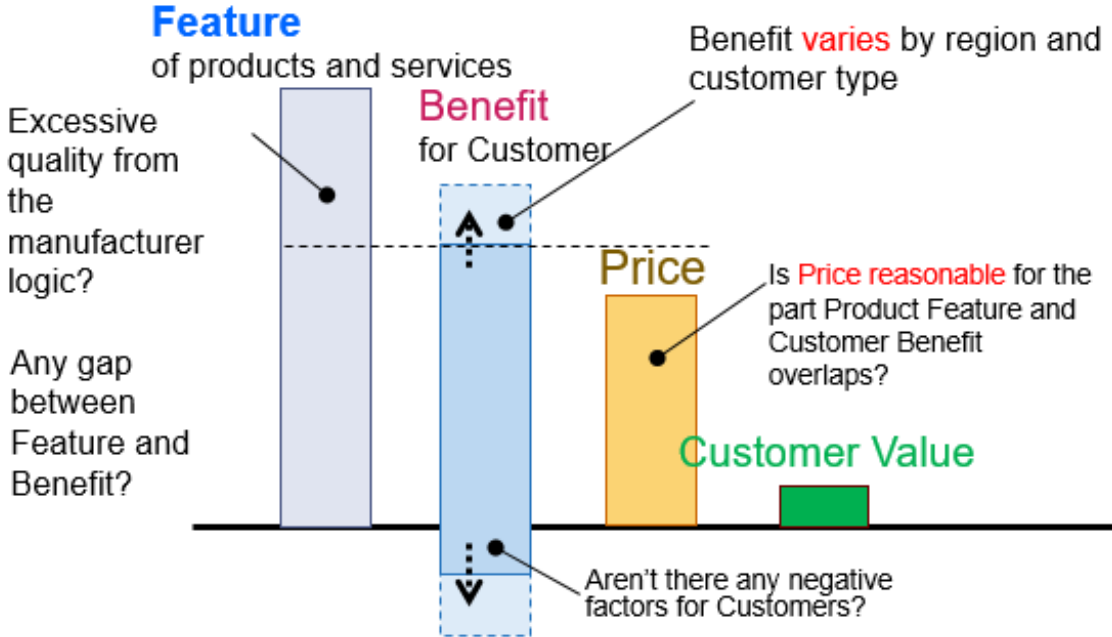
Summary Comments:
RSV1Z at a very early stage of wear (<20%), perhaps reflecting poor estimated life. 2 Conti H53 excluded as they have misalignment wear. SA15 MAT88 with heel & toe wear (drivers not complaining of vibration). SA14 MAT88 the best performing spec at this stage: - SA14 MAT88 (170) > SA15 MAT88 (143) > RSV1Z (100) > SA14 T7337 (98) > H53 (88)

16 For Internal Communication Only 

Market Intel. – Test, Evaluation & Monitoring



Market Intel. – Local Customer Value Index (CVI)



Market Intel. – Product Planning

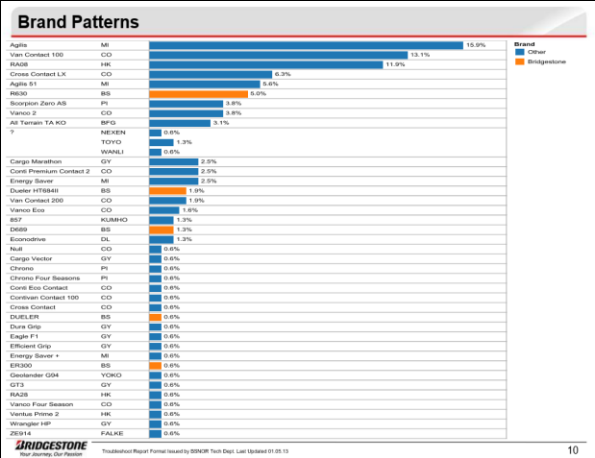
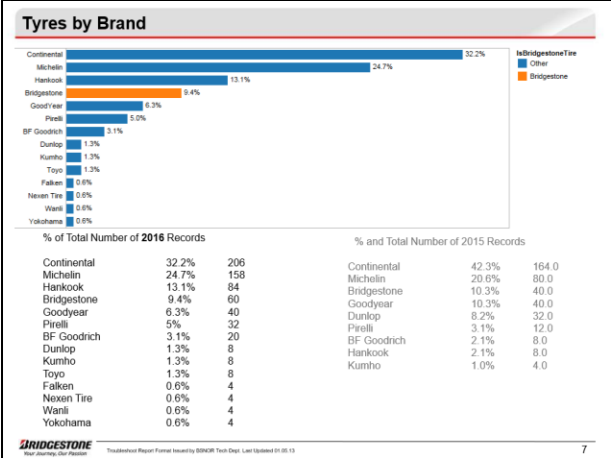
LOGISTICS UK



bsi.



Department for Transport

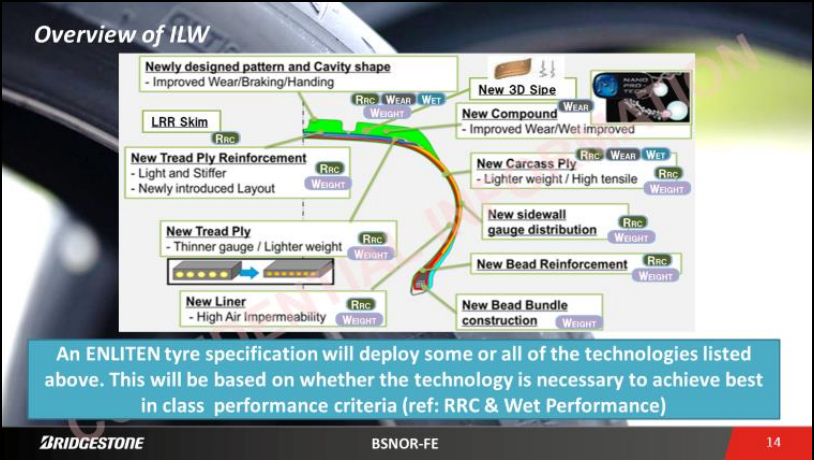
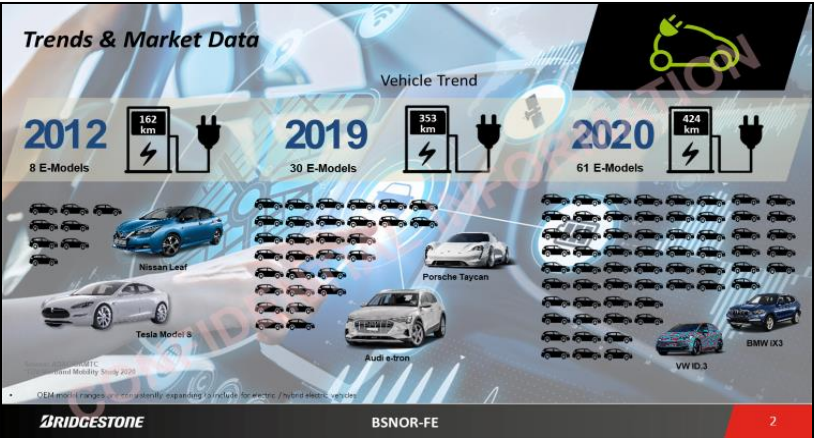


BSNOR Field Engineering



Sales Support - Training

CONSUMER



COMMERCIAL



• The Technical Department delivers specific bespoke training on our competitive products, so supporting our sales colleagues with the selling process.

Sales Support – Product Launches

- **The Technical Department** takes an active part in providing support to such events as the Commercial Vehicle Show, Agricultural Shows and internal promotions.



Sales Support – Product Launches

- **The Technical Department** also takes an active part in providing support to such events as DRIVEGUARD launches and promotions.



Sales Support - Field Customer Service Activity

- **Troubleshoot** – complaint tyre(s) at dealer or fleet (e.g. shoulder wear on RS001, stone trap damage on RD001). Could be a number of tyres on a number of vehicles requiring much further investigation.
- **Salesman / Dealer / Fleet Technical Support** – Fleet inspection, operation check, audit etc.
 1. recommend the right tyre and pressure for the application.
 2. weight check, worn out tyre survey, operation check, alignment check – (optimise maximum load and 5th wheel coupling for tractor and load, optimise pressures and alignment settings).
- **Tyre analysis tools** – Providing solutions to end users and dealers with vibration concerns.



***Genbutsu-Genba
(Decision-making
based on Verified, On-
Site Observations)***



Sales Support – INSTA/ OOSTA/ VOB / TRACKER



INSPECTION SUMMARY



Number Of Tyres Inspected	Vehicles Inspected	Tyres With Issues
48 Tyres	8 Vehicles	46 Tyres (96%)

SUMMARY OF ISSUES FOUND

Critical Issues 16	Pressure Issues	Tyres with Damages/Issues
	44	4
Warnings 56	Mismatching Issues	Tyres Below Pull Point
	22	1
Pressure rating: 	Missing Valve Caps	Missing Ext. Valves
	1	0

Pressure rating:



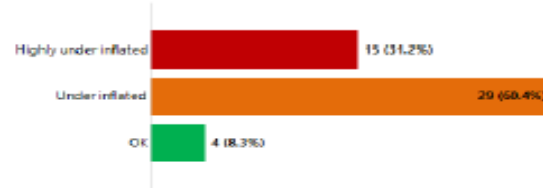
Missing Valve Caps

1 (2%)

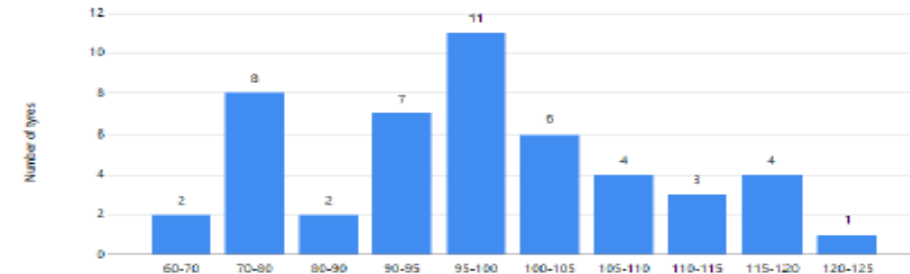
Missing Ext. Valves

0 (0%)

Pressure condition against your Fleet's standards



Pressure Distribution (psi)



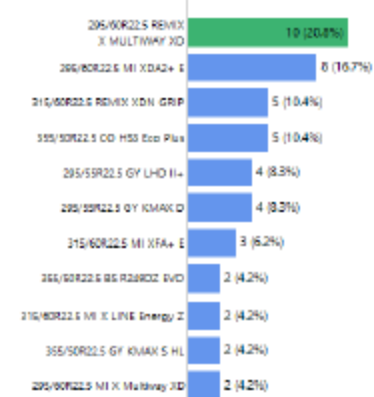
NUMBER OF TYRES INSPECTED

New 34 (70.8%) Tyres | Retread 14 (29.2%) Tyres

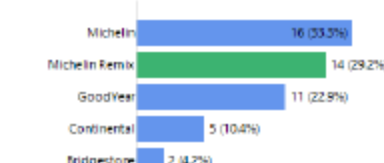
By Size (Top 5)



By Pattern (Top 10)



By Brand Name (Top 5)

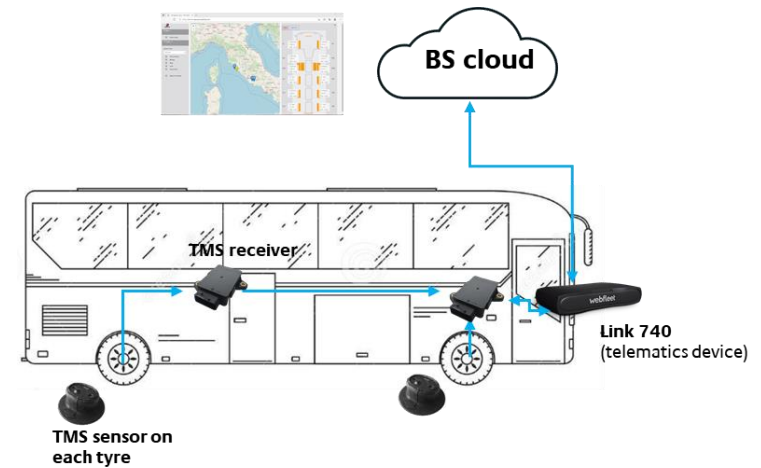


Sales Support – Mobility Solutions

Link 740 Device + TPMS LIVE



Link 740 Device + TPMS LIVE + Tyre Mounted Sensor (TMS)



Sales Support – Technical Customer Service

- Providing Technical information to both internal and external customers.
 - Enquiries by SalesForce, telephone, e-mail, letter etc.
- Discussing and resolving technical complaints.
 - Plus arranging field visits as necessary.



BSNOR Market Technical Team Summary

- We have shown who we are and what we do.
- We enhance the ‘value’ of Bridgestone products.
- Using a small resource of dedicated, trained, experienced, and certified Field Engineers.
- Employing ‘Genbutsu Gemba’ philosophy.



Providing – Technical Advice ✓
Customer Service ✓
Technical Support ✓



















PLUS Warranty ✓
Customer Feedback ✓
Study of Market Trends ✓
and Competitor Activity ✓
Development/Test ✓



Thank you!




















Agenda: Bridgestone Champions Launch



 10.00am	Andrea Manenti Mark Fereday Phil Berry		Introduction
 10.15am	Mark Fereday Phil Berry		Overview of Bridgestone Champions Programme
 10.45am	Helen Roe		Marketing Workshop
 11.45am	Kerr Wells		Introduction and taster for MAPS
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