



Bridgestone inaugurates Bandag system retread facility in Mabella
5th of its kind in the Gulf Region

Bridgestone Middle East & Africa FZE has reinforced its position in Oman with the inauguration of Bandag retread facility in Mabella, which took place on the 2nd of August 2010. The new facility is Bridgestone outlet in Oman that provides reliable and safe retread service to the fleets of Oman.



The occasion was graced by the honorable presence of Mr. Shoichi Sakuma, President of Bridgestone Middle East & Africa FZE and senior officials from Bridgestone and Towell Auto Centre. The plaque was presented by Mr. Shoichi Sakuma to Mr. Hassan Kamer Sultan, Chairman of Towell Auto Centre LLC and services offered at the unique facility were demonstrated.

The facility has highly efficient machinery that has highest precision and effective in producing very reliable and safe retreads. The facility also provides excellent tyre repairs that will help the fleets to save. This unique Bandag system retreading is the only one available in Oman.

“It is a historic moment for Bridgestone Middle East & Africa FZE and Towell Auto Centre to have the Bandag retread facility established in Oman. It gives me great pride to be able to witness such a facility being extended to the people of Oman. Bridgestone is constantly looking at better ways to service customers by providing superior products and value-added services. World over, Bridgestone’s performance has been momentous and this occasion not only reinforces the bond between Bridgestone and Towell Auto Center but also strengthens our stride to greater success. Apart from helping to reduce total cost of tyres, retreading also makes a major environmental contribution in terms of the more effective utilization of natural resources which inturn helps ensure a healthy environment for current and future generations” expressed Mr. Sakuma in his address.

Bridgestone’s principle of “Closer to Customer” is quite obviously demonstrated with the addition of the facility. The new facility at Mabella is spacious and easily approachable. This enables Bridgestone to provide better service more efficiently.



“With this move we are anticipating the expansion of our existing list of customers, by moving closer to our customer base. Keeping in line with the principles of Bridgestone, our specialized service staff can now reach out with better efficiency and skill,” says Mr. Kasturirangan, CEO, Towell Auto Centre.

The new Bandage retreading facility houses state-of-the-art equipment, which will be used by Towell Auto staff to provide cost effective solutions to its customers. Exclusively trained specialists for truck tyre retreading will assure the quality of the service.

Bridgestone has been at the forefront of world-class products and product innovations in the international market since 1931. Keeping in line with its concept of “Closer to Customers”, Towell Auto Centre, the sole representative for Bridgestone in Oman has set up the first state of the art Bandag retread facility in Oman to provide excellent sales and service to their valuable customers.

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About Bridgestone Corporation

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tyre and rubber company. In addition to tyres for use in a wide variety of applications, it 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 Middle East & Africa FZE:

Bridgestone Middle East & Africa FZE (BSMEA) is the headquarters for the Middle East and Africa region. It was set up with the objectives of speeding up decision-making and action and of optimising regional strategy by identifying market trends close to the customer and market. Bridgestone Middle East & Africa FZE believes in earning the trust and confidence of our customers by conducting seminars to promote and encourage environmental awareness as well as road safety.

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