

For Immediate Release
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Bridgestone named 'Most Trusted Tyre Brand'



Bridgestone has been named the Most Trusted Tyre Brand in Australia and New Zealand, upholding its reputation as the most reliable on the market.

Commissioned by Reader's Digest, one of the world's largest and most respected publications, the annual independent survey directs consumers to the brands they can trust most.

For the second year running, respondents voted Bridgestone the 'Most Trusted Tyre Brand' in Australia.

Across the Tasman, Bridgestone-owned tyre brand Firestone was awarded most trusted in New Zealand, while Bridgestone was named among the country's Highly Commended Trusted Brands.

"The trust our customers instil in Bridgestone and Firestone means the world to us, so winning Most Trusted Tyre Brand awards in both Australia and New Zealand is extremely humbling," Bridgestone Australia and New Zealand Managing Director Andrew Moffatt said.

"Every day we ask our customers to depend on the quality, safety and performance of our products and aim to provide the best possible service and support.

"Consumers recognise and respect this value proposition and in return they show us strong brand loyalty, which we are extremely grateful for."

Mr Moffatt said the award was a reflection of Bridgestone's brand power in a crowded market.

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“For 15 years, consumers across the Tasman have been consulting the Reader’s Digest Most Trusted Brands Survey to inform their purchasing decisions,” Mr Moffatt said.

“Being named ‘Most Trusted Tyre Brand’ in Australia last year really helped to distinguish us from our competitors. We are confident this year’s win will also further strengthen our brand position in New Zealand.”

In addition to the trusted brand accolades, Firestone and Bridgestone won the Reader’s Digest ‘Quality Service Award’ in the Retail Tyre category in New Zealand.

The ‘Most Trusted Tyre Brand’ logo will continue to be incorporated into marketing material in Australia and use of the logo will also be rolled out across New Zealand.

The winners were announced at Reader’s Digest events in Sydney, Australia on July 23 and in Auckland, New Zealand on July 27.