



FROM COMPLIANCE TO CONFIDENCE

TRANSPORTATION: BRIDGESTONE POSITIONS BRIDGESTONE AS A KEY PARTNER BETWEEN FLEET MANAGERS AND THEIR DRIVERS

CHALLENGE

Bridgestone's market share in small and medium fleets was at stake in Europe, where cheaper players are entering the markets and sales teams cannot cover enough ground. The goal was to help Bridgestone transform its business from a tire manufacturer to a solutions business, focused on building a relationship with its fleet managers, which is beyond a basic transactional relationship.

SOLUTION

VMLY&R worked with Bridgestone to define the concept and develop a solution (app and website) to help fleets manage all their maintenance activities, ensure the roadworthiness of their vehicles, and comply with existing and upcoming regulation changes in the European market.

This was a truly a VMLY&R global effort with project management partnership in London and Kansas City, mobile and web development occurring in Kraków and Kansas City and a client product owner in Sweden.

