

Bridgestone will open Thai Tech Center in July

The Bridgestone Asia Pacific PTE Ltd. (BSAP) subsidiary of Bridgestone Corp. will establish a new technical center in Thailand. The technical center is expected to open in July, 2013.

Currently, the functions of tire development, tire production technology development, and quality management for operations in the Asia Pacific region are handled by the company's technical center in Japan.

Once the new facility is complete, operations will be gradually shifted to the new technical center. With this shift, the Bridgestone Group intends to further enhance these functions and establish a framework for research and development that will reflect information from the markets in a more timely manner.

As markets in the Asian region continue to grow and diversify rapidly, the company says it believes that by strengthening its technical support in the region, it will be able to respond more quickly to customers' needs, while also enhancing the operational level in its Asian plants in terms of safety, the environment, product quality and delivery.