

Bridgestone addresses business concerns

The Bridgestone NHL Winter Classic, scheduled for New Year's Day, was cancelled. Modern Tire Dealer Editor Bob Ulrich asked Bridgestone Americas Inc. some questions about the effect the hockey game's cancellation would have on the company and its dealers.

His questions have been answered!

Has the company altered its marketing strategy? Will dealers be affected? To find out what the company had to say, check out "Bridgestone and the NHL: no games, no exposure, no problem."

For context about the big non-event, read "To Bridgestone, no rink stinks -- but to what extent?" In that blog, Ulrich first discussed the ramifications of the event's cancellation to Bridgestone.