

Bridgestone Truck Tyre alignment facility, the first of its kind in the Sultanate

Bridgestone Corporation reinforced its position in Oman recently with the launch of the first of its kind Truck Tyre Centre in Ghala. The Bridgestone Middle East operations have witnessed a surge of activities recently with the strategic move of the Bridgestone Middle East and Africa headquarters to Dubai.



Bridgestone set up the Strategic Business Unit (SBU) in Dubai with the objective of speeding up decision-making and action, and of optimizing regional strategy by identifying market trends close to the customer and market.

The Truck Tyre Centre which is equipped with state of the art facilities features a unique truck tyre alignment machine that will be used for aligning the wheels. This facility is being offered for the very first time in the Sultanate.

The transportation industry finds that outsourcing timely, accurate alignment service performed by qualified technicians is a difficult task to manage so as a result alignment is mostly addressed after the damage has been done. Simply making alignment part of a vehicle or fleet preventive maintenance program allows operators to easily get a handle on this perceived uncontrollable expense.

A properly aligned vehicle is one in which all wheels are aimed in the same direction. Some very low tolerance or acceptable error is designed into each vehicle by the manufacturer. Lack of accurate alignment or misalignment of wheels is a big risk factor inviting problems like excessive tyre wear and tear, increased fuel consumption caused by increased rolling resistance, unsafe vehicle handling characteristics, driver fatigue and driver retention and premature suspension component wear.

Bridgestone recognizes these factors and has initiated this facility to avoid further mishaps.

Commenting on tyre alignment facility, Mr. Oommen John Sales Manager- Tyres stated, "Our facility in Ghala provides services such as aligning, balancing and fitting of truck tyres as well as passenger tyres. Alignment of trucks is a rare facility, which is, enjoyed the world over and now in Oman, Bridgestone is the only one providing this service. With this new facility, customers can expect longer tyre life thus reducing overhead costs. Regular workshops and training for fleet staff on how to maintain tyres are also conducted and in this way we believe service levels will be greatly improved."

Oman is the fastest growing market for Bridgestone in the Middle East. Due to many mega projects mushrooming in the country, fleets are getting bigger and bigger. The need

for these professional services is rising; hence Bridgestone is reaching out to these needs while getting Closer to its Customers and offering them unique and best services.

Towell Auto Centre is the sole distributor for Bridgestone in Oman. In keeping in line with Bridgestone's concept of "Closer to Customers", Towell Auto Centre has set up 14 state of the art specialized Bridgestone 'Tyre Care Plus' outlets in different parts of Oman to provide excellent sales and service to their valuable customers. The 14 Tyre Care Plus outlets are located at Wadi Kabir, Bausher, Ghala, Goubra, Rusayl, Barkha, Saham, Sohar, Karsha, Nizwa, Ibri, Sur, Salalah and Buali. Bridgestone has also set up two Truck Centres located in Nimr and now in Ghala.