

# BRIDGESTONE TURANZA GR-90

## FIRST TIRE TEST DRIVE TO TAKE PLACE IN EGYPT

NILE PROJECTS & TRADING CO. EGYPT'S SOLE BRIDGESTONE AND FIRESTONE DISTRIBUTER CELEBRATED THE LAUNCH OF THE TURANZA GR-90 AT ITS ANNUAL DEALER CONVENTION IN SHARM EL SHEIKH. BRIDGESTONE, AN EXCLUSIVE GOLDEN STANDARD IN JAPANESE TIRE TECHNOLOGY AND THE WORLD'S NO. 1 TIRE AND RUBBER MANUFACTURER, ANNOUNCED THE LAUNCH OF TURANZA GR-90 TIRES FOR DRIVERS AIMING FOR A SUPREME TOURING EXPERIENCE. TURANZA EVOKES MAXIMISED COMFORT, AS WELL AS EXTREME QUIET AND ENHANCED SAFETY.



▲ A group photo of top dealers & Nile Projects & Trading Co. staff

Nile Projects & Trading Co. invited the top 100 Bridgestone distributors to attend the launch at the Dreams Beach Resorts in Sharm El Sheikh. The Seminar was attended by:

**Mr. Ossama El-Naggar – Chairman, Nile Projects & Trading Co.**  
**Mr. Mohammed El-Naggar – General Manager, Nile Projects & Trading Co.**  
**Mr. Ono Makoto – Sales Director, Bridgestone Middle East & Africa**  
**Mr. Kano Kenji – General Manager, Bridgestone Cairo Liaison Office**  
**Mr. Toshiaki Sakai – Marketing Manager, Bridgestone Cairo Liaison Office**

Attendees were addressed with an empowering opening speech from Mr. Ossama El-Naggar followed by a speech from Ono Makoto. Following the speech, a documentary video on Bridgestone Corporation was viewed showing their extensive products and features. In addition to tires for use for a wide variety of applications, Bridgestone manufactures a broad range of diversified products, which includes industrial rubber, chemical products and sporting goods.

The distributors were shown a presentation highlighting the product positioning of Bridgestone passenger tires according to consumer requirements. The requirements for sport and comfort are all classified under the title Category Brand:

- **Potenza – Sporty Driving Pleasure**
- **Turanza – Premium Touring**
- **Dueler - high performance tires for Premium SUVs**
- **B-Series – Standard & Economic Tire**



▲ Mr. Ossama El-Naggar, Chairman of Nile Projects & Trading Co.



▲ Seminar at Dreams Beach Hotel, Sharm El Sheikh





▲ The Test Drive was performed at Noos Track, Sharm El Sheikh

A gradual explanation of the features of the new TURANZA GR-90 was presented during the seminar in addition to the features of other patterns already available in the Egyptian market such as the B250 the successor of B700, B650 & T370.

The impressive TURANZA GR-90 first test drive in Egypt was enjoyed by guests at the Noos Track Sharm El-Sheikh on May 17th 2010 with Nile Projects & Trading Co. capturing its audience in an atmosphere of pure luxury and driving pleasure. Through the professional drivers from the McGyver team, the test drive succeeded in emphasising the features of both the TURANZA & POTENZA. The TURANZA GR-90 provided all the test drivers with outstanding travelling dynamics confirming its achievement in attaining high levels of safety, comfort and reduction in road noise.

Nile Projects & Trading Co. is one of the leading tire distributors in Egypt with customer needs being its first priority, specialising in providing products that suit the Egyptian market and best after sales care. With its efficient Marketing and Technical team, the event attendees left the test drive confidently supporting the Bridgestone TURANZA GR-90. The convention was concluded with an exquisite Bedouin gala dinner presenting a live performance of traditional Egyptian folk dancing, portraying a journey from the North to the South of Egypt. 🇪🇬

**ZANS**  
PRO WEB SOLUTIONS

**Attractive Web Presence**  
**Professional Web-Systems Solutions**

**www.zanss.com** +2010-564-8494 info@zanss.com



**BRIDGESTONE**

# **TURANZA**

**PREMIUM TOURING**



- MAXIMISED COMFORT
- EXTREME QUIET
- ENHANCED SAFETY

**TURANZA GR-90**

**B** **PASSION**  
for EXCELLENCE

Available at



Showrooms

For more info call

**19187**