

MARKETING NEWSLETTER

APRIL 2019
#04

IRC Educated Semarang Bikers
Community

TTI Dominates First Series of ISSOM

Second National Calya Sигра Club
Jamboree Held in Lampung

IRC Educated Semarang Bikers Community



IRC Tire along with Alanbikers organized a talk show that focus on informing the safety regarding tire in Semarang, Central Java, on April 7. The event, which was preceded with a Sunday Morning Ride, was attended by several communities such as the Semarang chapter of Yamaha R25 owners Indonesia, CBR 250RR owners Semarang and the Semarang chapter of CBR Club Indonesia.

Before the morning ride started, many of the participants bought the IRC radial tire on the spot. Bringing the theme "Smart bikers know the function of tire for safety," the event informed the participants about the knowledge on tire from IRC. Senior Brand Executive and Product Development of PT Gajah Tunggal Tbk Dodiyanto said that tire was often misunderstood as the cause of

accident but it was actually misinformation.

Asides of informing about the safety, IRC Tire also told the participants on how to choose the right type of tire, including the radial type. As of now, IRC Tire has launched the radial type RMC810, which is directly imported from Japan. Right now, IRC RMC810 is marketed with eight different sizes, which are 110/70 R17, 120/60 ZR17, 120/70 ZR17, 140/70 R17, 150/60 R17, 160/60 ZR17, 180/55 ZR17 and 190/50 ZR17.

IRC Tire and Alanbikers Conducted Sunday Morning Ride



In welcoming the fasting month this year, IRC tire along with site information for bikers alanbikers.com organized a Sunday morning Ride or popularly known as Sunmori with several biker communities in greater Jakarta area on April 21. The event was centered at the parking area of Grand Mall Cakung, Ujung Menteng, East Jakarta.

The event, which was conducted to strengthen the togetherness between communities in Greater Jakarta area, was filled with various educational and entertainment activities.

IRC Fasti Pro Became The Official Tire for Yamaha Cup Race 2019 - Aerox Class

IRC Fasti Pro tire produced by PT Gajah Tunggal Tbk was chosen as the official tire for one of the categories in the 2019 Yamaha Cup Race. The tire was used in the automatic motorcycle race category Yamaha Aerox 155 VA during the first series of the race held in Semut Aspal circuit in Boyolali, Central Java, on April 27-28.

The event, which has been held in the past 30 years, was joined by dozens of riders from across the country. This year, there was a slight change in the category Yamaha Aerox 155 VA where it was joined by riders from outside communities. Last year, the category was strictly for the riders from the Yamaha communities.

Yamaha provided 19 bikes that were specifically prepared for the automatic bike category.

During the first series, IRC Tire was not only used by riders from the Yamaha Aerox 155 VA as riders from other categories also use the tire to support their performances in the 1.1 kilometers circuit.



80% of IRC Pikoli SSS Sumatera Cup Prix 2019 Riders Using IRC Fasti

IRC Tire was the riders' darling during the first series of the 2019 Sumatra Cup Prix (SPC) as 80 percent of the race participants chose to use IRC Fasti 2, a type of IRC Tire made by PT Gajah Tunggal Tbk, to support their performance.

Held in the NP Agropolitan Center circuit in Musi Rawas regency, South Sumatra on April 27, IRC Fasti appeared to support the performance of the riders in the event which was conducted as part of the celebration of the 76th anniversary of the regency.

Residents near the area crowded the event arena as they were enthusiast to witness the first series of the SCP race. People who wanted to see the race directly did not have to buy a ticket as the first series was part of the three series that free for public. The 2019 SCP will have a five series conducted throughout the year.

IRC Tire distributor in the area Raharja Motor utilized the opportunity to sell the products for the drivers competing in the event.



University of Indonesia Team Got The Podium at Shell Eco-Marathon Asia

Team Sadewa from the University of Indonesia succeed to reach the third podium at the Urban Concept category of the 2019 Shell-Eco Marathon Asia held in Sepang circuit, Malaysia. During the event, which was held from April 29 to May 3, team Sadewa used the IRC Fasti 2 custom, a type of IRC Tire directly imported from Japan, as part of the components of their vehicles.

Indonesia sent several teams from various universities to Shell's annual event which required the participant to create a fuel-efficient vehicle. In the urban concept category, participants were required to create a vehicle that resemblance the general vehicle used by the public nowadays.

As the result of standing the third podium, team Sadewa deserves the chance to compete at the Shell Eco-marathon Drivers' World Championship. IRC Tire shows its commitment to support team Sadewa to create fuel-efficient vehicle. IRC itself has created an environmental friendly tire called Enviro, which designed with a minimum scroll obstacle that could lead to fuel-used efficiency.

