



Announcement

Drivers'Link Debut Commemorative Gift Campaign Drawing Held

TonenGeneral Group company EMG Marketing Godo Kaisha (head office: Minato-ku, Tokyo; president: Takashi Hirose) held a drawing on September 14, 2016 for the Drivers'Link Commemorative Gift Campaign, held May 31-July 31, 2016 to commemorate the debut of Drivers'Link.

The campaign attracted around 86,000 entrants for a drawing that featured an original-design Harrier, Toyota's luxury SUV, as the prize awarded to the winner. The drawing was attended by members of the general public and was conducted in a rigorous manner.

In remarks made at the drawing, Marketing Services Manager Ryuji Nomura stated, "We've been fortunate to be able to debut Drivers'Link at over 1,000 service stations, significantly more than we initially expected. We will continue working to increase our visibility in order to gain customer trust with our "Leave it to us at your favorite service station" feature, in which our tie-ups with maintenance shops make car-care services available even at service stations without resident mechanics, and to this end we will continue our efforts to further increase the convenience of our online reservation site and other services."

Drivers'Link

With Drivers'Link, we offer one-stop products and services, including automotive inspections and repairs, at around 1,000 Esso, Mobil and General service stations nationwide.



Marketing Services Manager Ryuji Nomura at the drawing