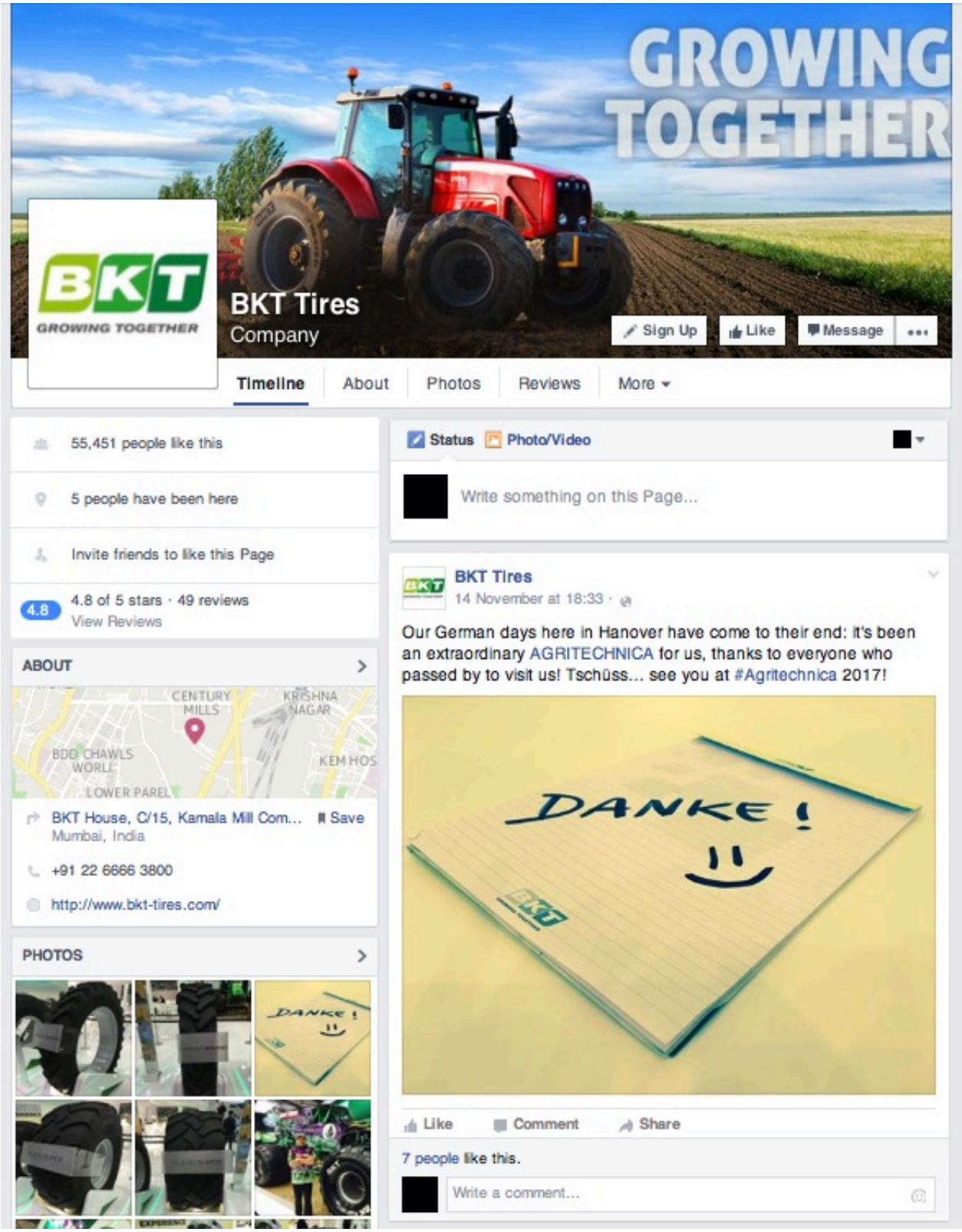
BKT, with more than 55,000 Facebook fans growing on-line community



It is becoming ever more social and global communication network BKT and within months

has managed to build a strong and interactive presence. Great public on the official website Facebook.com/BKTTires.

More than fifty thousand Facebook users have clicked "like" on the official website BKT. The "Like" on the page are recorded from all over the world, from South America to Europe, America to Asia, from Africa to New Zealand, as confirmation of the success of a policy of communication and marketing increasingly global and articulate.

The web strategy that has been conducted since early 2015 and inaugurated with the launch of new multilingual site bkt-tires.com proves increasingly successful. Indeed, BKT has managed to identify in Facebook a new and effective channel of communication through which to direct and immediate dialogue with his public manner. Are the end products of BKT users, customers, professionals and industry enthusiasts who make up the audience of the site, actively interacting with society through a growing number of messages, "likes" and comments.

There are many different content that are proposed every day on the official website: the new products to updates live from fairs and international events, the most interesting curiosities about tires Off-Highway (off-road) initiatives and developments relating to the company.

Besides being on Facebook, BKT is also present on other platforms, such as Twitter, YouTube and Linkedin.
In different social networks, the company not only offers users news and interesting content, but also proposes a particular service Customer Care.
Source: BKT