

Case Study



Bridgestone Tire – China Product Certification

SIMCOM's first engagement with Bridgestone Tire emanated from Bridgestone's R&D facility in Rome, Italy. Prior to contacting SIMCOM, Bridgestone had spent nine months in an attempt to gain CCC Mark approval for five tire models. However, Bridgestone was unable to move the process beyond the receipt of application numbers from the Chinese government.

SIMCOM was engaged to 'save' the project. SIMCOM successfully obtained product approval in three months. Concurrent with that work, we provided guidance to Bridgestone personnel to enable a return to internal processing, once the first set of tires were approved.

However, after another six months, Bridgestone returned to SIMCOM, as they were again unsuccessful. SIMCOM was engaged to manage another six tire families. Given our success with those tire applications; Bridgestone has now turned over all applications from Europe and North America to SIMCOM. This is a common illustration of the difficulties companies face as they try to maneuver through China's difficult regulatory environment – even for Japanese companies.

Given the explosive growth of the auto industry in China – SIMCOM is a valuable source of SaaS services to integrate technical compliance tasks for auto manufacturers and their suppliers.



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