

CTR Launches Global Campaign 'CTR THE CORE Manual' Showcasing Brand Philosophy and Technical Excellence

MANILA, PHILIPPINES, October 29, 2025 /EINPresswire.com/ -- [CTR](#), a leading automotive parts brand, has officially launched its global campaign "[CTR THE CORE Manual](#)," encapsulating the brand's philosophy and technical expertise. The campaign was designed to transparently introduce CTR's safety-centered technological innovation accumulated over 70 years and to communicate the brand's essential values in a more accessible way.

Under the message "Safety at the Core of CTR," the company highlights its brand image, safety-assured design, and technological differentiation. The company emphasized that the campaign goes beyond simple promotion—it is an effort to build customer trust by showcasing its technology, testing, and people. The campaign once again highlights CTR's technical prowess, which operates precisely in the unseen parts of vehicles and protects every moment on the road.

Additionally, "CTR THE CORE Manual" is structured around easily understandable keywords centered on the brand's core value of "safety," rather than being a typical guide or catalog. The brand value is conveyed through five keywords: □ CORE Safety, which protects every drive and moment; □ CORE Innovation, born from a deep safety philosophy; □ CORE Practical, which helps with easy and accurate parts selection; □ CORE Reassurance, the true peace of mind that genuine parts provide; and □ CORE Fit, precise and reliable design.

The campaign, designed to more easily communicate the value of "safety" that CTR has built over its long history, will roll out across various channels, including a brand story video, a brand manual reflecting CTR's safety philosophy, newsletters, and offline events. The manual contains

The graphic features a red background. At the top right is the CTR logo. The main title "CTR THE CORE Manual" is in large white font, followed by the subtitle "Safety at the Core of CTR" in a smaller white font. Below the subtitle is a tagline: "Clear information, the right choice, trusted quality CTR is with you every step of the way." In the center-left is a QR code. To the right of the QR code is a collection of various CTR automotive parts boxes arranged in a cluster. Below the QR code and parts is a call to action: "Scan the QR code to visit our website, and join the CORE Quiz Event!".

CTR THE CORE Manual
Safety at the Core of CTR
Clear information, the right choice, trusted quality
CTR is with you every step of the way.

Scan the QR code to visit our website,
and join the CORE Quiz Event!

QR image linking to the CTR THE CORE Manual
campaign page

practical information ranging from product development and verification processes to differentiation from counterfeit products and proper usage instructions, and is provided as a PDF file. Notably, the video draws attention by being produced with only subtitles and music—no narration—so that anyone can easily understand it regardless of language.

(Campaign video: <https://www.youtube.com/watch?v=8yPvG-kK2Ok>)

Furthermore, an interactive customer quiz event is also available. Participants who take “The CO:RE Quiz of CTR” based on the manual content on the campaign website can receive various prizes through a drawing. The event is open to anyone worldwide and runs until December 11, 2025.

(Quiz event: Core Manual | [CTR Aftermarket](#))

CTR, a global OE supplier, manufactures and sells suspension and steering components, including ball joints, stabilizer links, tie rods, and control arms. The company is expanding its business into various areas, including OEM, aftermarket, and electric vehicle parts, and is an enterprise that prioritizes “safety” through precision engineering.

For more details about the campaign and how to participate, visit CTR's official website.

CTR Campaign Page: https://www.ctr.co.kr/core_manual

CTR Aftermarket Campaign Page: https://aftermarket.ctr.co.kr/ph/core_manual

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