

**SOLARIMPULSE**

AROUND THE WORLD IN A SOLAR AIRPLANE

**BRISA**

OFFICIAL TURKISH PARTNER

## **Brisa to join Solar Impulse's historical journey around the world as Official Partner in Turkey**

**Brisa will be the only Turkish company to accompany Solar Impulse, the only airplane able to fly day and night on solar power, without a single drop of fuel.**

**Solar Impulse has set March 1<sup>st</sup> as the first possible take-off date for its First Round-The-World Solar Flight starting from Abu Dhabi to demonstrate what renewable energy sources and clean technologies can achieve.**

**During its stopovers throughout its inter-continental journey, Solar Impulse will work with governments, NGOs and partners such as Brisa. By using interactive online tools and the social media they aim to mobilize public enthusiasm in favor of clean technologies that could decrease our dependence on fossil fuels and induce positive emotions about renewable energies.**

**Istanbul, February 16, 2015-** Brisa, Turkey's leading and Europe's 7<sup>th</sup> largest tyre company, and Solar Impulse inked an agreement making the company the Official Partner of Solar Impulse in Turkey. Through this partnership, Brisa will promote Solar Impulse's historic journey in Turkey and create awareness among Turkish audiences about the "future of humankind's journey", sustainability and the use of renewable energy sources.

Upon July 2015 scheduled possible completion of the first-ever round-the-world flight in a solar plane, Solar Impulse and its two pioneers, innovators and pilots, Bertrand Piccard and André Borschberg, will make history. Brisa is hoping to proudly joining Solar Impulse team in that historic moment.

### **Around the world with the airplane that can theoretically stay in the air forever**

Solar Impulse, the product of more than 10 years of R&D efforts, is an airplane that can fly during both day and night time with the energy it receives only from sun and stores in lithium batteries. In this way, Solar Impulse can theoretically stay in the air forever and weighs only 2300 kg, only as heavy as a family car. The wingspan, where 17,000 solar cells are installed, is 72 meters, longer than that of a Boeing 747's. Before its round-the-world flight, Solar Impulse has already broken 8 world records with a first prototype including, the first ever night flight performed by a solar airplane, the first intercontinental solar flight and the crossing of the United States in 2013.

During the historical round-the-world flight that is aiming to start from Abu Dhabi on March 1, 2015, Solar Impulse will stay in the air for 500 hours in total and travel a distance of 35,000 kilometers. Solar Impulse will make stopovers in Oman, India, Myanmar and China respectively, and then arrive in Hawaii by crossing the Pacific Ocean. Solar Impulse will travel to USA after Hawaii, then cross the Atlantic Ocean and have its final stop in Europe or North Africa before returning back to Abu Dhabi where it will conclude the world tour. The most challenging route of Solar Impulse will be the crossing of the Pacific Ocean, with two flights that should last 5 nights and 5 days in a row. The temperature inside the unpressurized cabin is expected to alter between +40 and -40 depending on the altitude. This will cause extremely hard physical conditions for the pilots.

Detailed information about the journey is available on <http://www.solarimpulse.com>.

### **Brisa CEO Bayman: "Our visions match up with Solar Impulse"**

Stating that they are honored to be a part of Solar Impulse's historical journey, Brisa's CEO Hakan Bayman said: *"Being the leader company of Turkish tyre industry, we do not position ourselves solely as a tyre manufacturer, but as a value provider for all our stakeholders. In the light of our corporate vision statement 'to innovate your journey' sustainability and innovation are the top priorities in all of our operations. We attach great importance to being amongst Solar Impulse's partners, as it reflects our vision splendidly.*

*Within our sustainability strategy consisting of economic, social and environmental aspects, we show great effort to reduce our negative impact on our planet and to contribute to society. We strongly believe that sustainability is the key to the future of journey. To realize this dream, we could not think of a better way than associating our name with a plane that uses no other fuel than pure sunshine! As Brisa, we believe we will gain experience from the Solar Impulse program, which will also help us raise awareness on subjects such as renewable energy and sustainability among the Turkish community".*

**Bertrand Piccard and André Borschberg**, founders and pilots of Solar Impulse, stated they are very excited that Turkey will also be a part of this historical journey through Brisa. They underlined the fact that they need strategic partners with a vision like Brisa's in every country in order to spread renewable clean energy use around the globe.

Bertrand Piccard said: *"We can halve the energy consumption in the world if we replace all of the old and inefficient technologies with today's renewable, clean and more efficient energy systems. But we need to increase public awareness and demand aroused from public opinion. The previous millennium was the period of discovering and conquering the world. And this millennium should be a period where we will discover how to improve the quality of life."*

*And André Borschberg underlined: "Countries such as Turkey, which do not have natural resources like oil and natural gas, should use this opportunity in their very public interest. As a supporter of Solar Impulse journey, Brisa has undertaken a critical responsibility in its country regarding the matter. We would like to thank them for their pioneering role in Turkey".*

## **About Brisa**

Brisa, the joint corporation of world's biggest tire manufacturer Bridgestone and Sabancı Holding, is the leader of the Turkish tire industry. The roots of Brisa were established with Lassa founded in 1974 with the initiatives of Sabancı Holding and its partners. In line with the developments in the world related to tire industry, Brisa has taken its current name as a result of the partnership established between Sabancı Group and Bridgestone Corporation in 1988.

Receiving its first National Quality Award in 1993, Brisa has become the first Turkish company to receive the European Quality Award in 1996 for its outstanding performance in business excellence. Today, Brisa is the seventh biggest tire manufacturer of Europe. Brisa Kocaeli manufacturing plant is one of the biggest tire factories in the world in single location win an indoor area of approximately 361.000 m<sup>2</sup>. This plant is also one of the most important manufacturing plants of Bridgestone in the world. Brisa plans commissioning a new manufacturing plant in Aksaray Organized Industrial Zone in 2018 with 4.2 million tire manufacturing capacity.

Placing an emphasis on the social development of the country as much as the Turkish economy, Brisa considers its sustainability activities environmentally, economically, and socially. "Turnalarhepuçsun" (Crane Wintering) project contributing to biodiversity, "Brisa MensuplarıÖğrenimiDesteklemeDerneği" (Brisa Members Educational Support Association) contributing to education, "Lassa Yola SağlamÇık" (Lassa Take Off Strongly) contributing to safe driving in traffic, and "Brisa Museum" as a cultural value are among the projects that stand out in this regard.

Pursuing its efforts with the vision "to innovate your journey", Brisa continues with its transformation from an industrial company into an innovation company with full pace.

Celebrating the 40th year of "Turkey's tire brand" Lassa in 2014, Brisa is determined to add value to Turkey with its Bridgestone, Lassa and Dayton tire brands, Bandag coating brand, OtoPratik and Lastiğim points of sales, lastik.com.tr website for on-site tire replacement and service, Mobilfix mobile service providing on-site service for commercial vehicle fleets and LastikOtel (Tire Hotel) tire storage service.

[www.brisa.com.tr](http://www.brisa.com.tr)

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