

Brisa will produce 4.2million units of tires annually, in Aksaray

In its 25th year in 2013, Brisa continues its investments in Turkey. Brisa, the leading company of the Turkish tire industry and has recently evaluated the second plant investment opportunities, will produce 4.2million units of tires for passenger cars and light commercial vehicles in Aksaray Province Organized Industrial Zone.

Brisa, founded 25 years ago as a joint venture between Sabancı Holding and Japanese Bridgestone Corporation, the largest tire manufacturer of the world, is the market leader in Turkey with approximately 900 shops all over the country, with its Lassa, Bridgestone, Bandag and Firestone in agriculture group brands; OtoPratik, Lastiğim, lastik.com.tr sales channels and services that it pioneers such as Road Assistance, Tire Hotel and Mobilfix. The company focuses on continuous growth of its business results and differentiation in the market with its services drawing strength from its mission "Providing superior values to society through sustainable growth".

Entering its 25th year, Brisa, completed an investment of approximately 800 million USD in its İzmit factory since its establishment, manufactures passenger car, light commercial vehicle, bus, truck, agricultural and off-the-road tires of international standards in terms of safety and quality under its Bridgestone and Lassa brands in its existing plant, while it also imports and releases Bridgestone motorcycle tires. Complementing the product range in agricultural tires with Firestone brand of Bridgestone Corporation, the Company provides more than 1.300 different products.

In order to meet the future tire demand, in addition to İzmit plant with an annual production capacity of 10million units of tire, the Company has resolved to approve the construction of a second plant within Aksaray Province Organized Industrial Zone with approximately 300million USD investment. Brisa, which will produce tires for passenger cars and light commercial vehicles in the Aksaray plant, having an annual production capacity of almost 4.2 million tires, plans to start production at the beginning of 2018.

About Brisa

Brisa, a joint venture of Sabancı Holding and Bridgestone Corporation, the largest tire manufacturer of the world, is the leader of Turkish tire industry. The roots of Brisa are laid by Lassa, established by Sabancı Holding



and its partners in 1974. Parallel to the global developments in the tire industry, Brisa received its current name in 1988 as a result of the joint venture built between Sabancı Holding and Bridgestone Corporation.

In 1993, Brisa won the first National Quality Award, and in 1996 it became the first Turkish company to be awarded with the European Quality Award for its outstanding performance in business excellence. Today, Brisa is the seventh largest tire manufacturer in Europe. With its covered area of approximately 380.000 m², Brisa Kocaeli plant is one of the largest tire factories in the world, which operates under one roof. This plant is also one of the most significant production bases of Bridgestone.

Entering its 25th year in 2013, Brisa is committed to add value to Turkey with its tire brands Bridgestone and Lassa; its retreading brand, Bandag; its sales points OtoPratik and Lastiđim; its web site that provides tire change and service on-site, lastik.com.tr; its mobile service that provides on-site maintenance service for commercial vehicle fleets, Mobilfix; and its tire storage service, Tire Hotel.

www.brisa.com.tr