

Welcome to the first edition of our Quarterly Newsletter.

Welcome to the first edition of our Quarterly Newsletter. We will use this Newsletter to bring you news and developments on Lassa Tyres from now on.

Needless to say, we had a slow first quarter of 2013. 2012 was not an easy year either. We have seen significant changes and continued volatility in both the business environment and the economic outlook.

As we are currently well into our second quarter in April, we are pleased to report that, despite these changes, sales have improved and we hope it will continue to do so for the remainder of 2013.

Geographically, we have begun to both building and expanding new capacity in fast growing markets such as CIS countries, Hong Kong, Australia and Egypt. It has been an important move for us to penetrate or root in these markets, especially the Asia-Pacific region since this region is traditionally known as an export market. As the European tyre market, which accounts for the thirty per cent of the global tyre market, experienced a downturn parallel to the one experienced in the automobile industry in the region, we have responded proactively to provide maximum support and assistance to our partners in this market. Over the last year, the new European tyre labeling regulations came into force on the 1st of November 2012. Although the EU label only shows three of more than fourteen important tyre performance criteria, as Lassa Tyres, we appreciate any information that help the drivers to understand crucial safety and performance characteristics better and we are proud to announce that we are fully compliant with EU tyre labeling regulation.

The new labeling system at least furnishes motorists with some very important and hitherto unknown information before they decide what tyre to fit.

Finally, last year we have continued and this year we will continue, to sponsoring various football teams and motorsports events such as the English Premier League (EPL) in the UK, Borussia Mönchengladbach in Germany and the British Drift Championship (BDC) in the UK in order to give the brand a wider consumer exposure worldwide.

Now a few words about Brisa:

Last year we made the largest investment of production capacity ever in the company's history in order to improve upon our competitiveness in the years ahead and ensure that we are fit for the future. As the global tyre industry demand continues to be difficult to predict, we will continue to mitigate these uneven industry conditions with our continued focus on driving improved price and product mix in targeted market segments and on diversifying our customer base worldwide. Our vision for the coming years is ambitious and hinges on three main objectives: to drive strong, diversified growth, to maintain our business performance by satisfying the varying performance, safety and value demands of customers in different markets; and to become more competitive through you, our valued partners in these markets.

We believe Lassa Tyres have a bright future, which requires strong commitment and time. And I am confident that with your help and support we will be successful.

Thank you for your trust in us.



HALİT ŞENSOY
International Sales and Marketing Director

Lassa Tyres continue football and motor sports sponsorships this year too

Lassa Tyres have a proud tradition of being involved in football and motor sports sponsorships over a number of years at the national or international levels.

Premier League on a roll with Lassa Tyres



The English Premier League (EPL) is one of the most exciting football leagues, attracting millions of football fans from all over the world. Lassa Tyres have extended an existing agreement with the EPL for 2012-2013 season, continuing a successful relationship which started last year. Under terms of the partnership, the Lassa Tyres will continue to feature on pitch-side LED advertising boards during 19 games of English giants like M. United, Liverpool, Chelsea, M. City, Arsenal, etc.

EPL, whose matches are broadcast in over 200 countries and territories, attracts an annual TV audience of over three billion people and is an excellent platform to increase Lassa Tyres' exposure to the die-hard football fans and supporters.

Lassa Tyres to partner Bundesliga Club



Lassa Tyres have extended its partnership agreement with Borussia Mönchengladbach Football Club for 2012-2013 season, continuing a relationship that also began last year. Lassa Tyres were involved in the partnership with Borussia Mönchengladbach since the club is one of the Germany's best-known, best supported clubs.

Lassa Tyres continue to sponsor Team Lassa Tyres in the British Drift Championship



Team Lassa Tyres will once again compete in all six rounds of the UK's premier drift championship (BDC) in 2013.

Team Lassa Tyres is made up of Jody Fletcher in Super Pro-Class, who was awarded the BDC rookie of the year 2011, Richard 'Juddster' McCoart in Semi Pro-Class, who is in his third year of competitive drifting, and last but not means least, Simon Perry, drifting since the beginning of the BDC in 2008 and who has a massive amount of followers locally and nationally.

Simon Perry stated that: "It is amazing to work with a sponsor like Lassa Tyres, who share our passion. The Lassa Tyres have really proved themselves on and off the track. All the team cannot believe their resilience, stability, grip and performance. We can't wait for the 2013 season to start!"

This year marks Team Lassa Tyres' second and the BDC's sixth year, which is expected to reach out to 20 million viewers alone in the UK and over 600 million people worldwide.

We Showcased Our Wide Range of Products at the Geneva 2013 Motor Show

For the fifth consecutive year, we participated in the 83rd Geneva Motor Show which ended in March 17, along with our Swiss business partner again.

At the Show, we showcased 18 different types of tyres, summer and winter tyres, 4x4 tyres, light truck, van and general use vehicles.

On display were our flagship of ultra-high performance tyre line up "Phenoma," which is a popular choice in sport and prestige segment for upper class automobiles and tuning vehicles; "Competus H/P," which stands out with its superior road performance and ultra-silent drive on asphalt as well as its sporty pattern design as well as "Impetus REVO," which is engineered to provide superb performance at every road stage.

