

Welcome to the second issue of our Quarterly Newsletter.

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During the last months we have successfully participated in the 4th China (Guangrao) International Rubber Tire & Auto Accessory Exhibition during May 15th-17th for the first time.

We were also present at the 25th Autopromotec Fair at the Bologna Exhibition Centre in Italy from May 22nd to May 26th, 2013, where we both highlighted Greenways, our eco-friendly passenger tyre line as well as launched the newest member of the Lassa Snowways winter tyre family, Snowways 3. From May 20th to June 2nd, our new campaign, "Release Your Ego" conquered the streets of Milan, Italy, which was displayed on bus stops citywide, featuring Phenoma, the most dynamic and remarkable member of Lassa family. And, next month, between July 27 and 28, Adrian Flux French Car Show 2013 will be held in Castle Combe, Chippenham in the UK in association with Lassa Tyres.

HALIT ŞENSOY
International Sales and Marketing Director



After a slow first quarter of 2013, demand continues to remain sluggish in the global tyre industry. In order to offset this slowdown, like many tyre manufacturers which are going more global through expansions or acquisitions, we continued to both building and expanding new capacity in fast growing markets, such as the Middle East and North Africa, CIS and the Southeast Asia regions. Recently we have made our first shipments to China. Our exports to this region have been increasing at a rapid pace since then reflecting the region's dynamic nature.

2013 also hits a major milestone for us. It marks Brisa's 25th Anniversary. As you know Brisa is a joint venture company between Bridgestone and the Sabancı Group, which is Turkey's leading industrial and financial conglomerate. Backed-up by the strength of such a large industrial group, last year Brisa made the largest investment of production capacity ever in the company's history and also ranked among the top 100 exporters of the country.

As it seems like the industry, which has been seeing slow growth for almost two years, is not expected to revive for the rest of the year, we strongly believe in the power of our collaborative partnerships with you.

I would like to invite you to join us as we mark this milestone anniversary year and help us set the tone together for our next 25 years.

Thank you for your trust in us.

Lassa Tyres Successfully Participated in the China GRTAE 2013 again

Lassa Tyres successfully participated for the second time in the 4th China (Guangrao) International Rubber Tire & Auto Accessory Exhibition during May 15th -17th, 2013. Represented by Lassa Tyres' business partner in China, Lassa's stand attracted people both from China and all over the world.

Guangrao is a world famous rubber tyre production base and Guangrao's tyre production capacity accounts for 25 per cent of total tyre production in China.

As one of the fastest growing tyre markets, China is considered as one of Lassa Tyres' target markets in the Asia-Pacific Region.



Lassa Snowways 3 took the centre stage at Autopromotec 2013, Italy

Lassa Tyres were present at the 25th Autopromotec Fair at the Bologna Exhibition Centre from May 22nd to May 26th, 2013. Held biennially Autopromotec is considered as one of the most specialized international exhibition for automotive equipment and aftermarket products.

Lassa Tyres exhibited 21 different types of tyres; while Phenoma, Competus H/P, Impetus REVO and Greenway were being the main focus of Lassa stand, the 25th Autopromotec Fair also saw Lassa Tyres launching the newest member of the Lassa Snowways winter tyre family, Snowways 3. Snowways 3 has a number of features that make it ideal for use in winter weather and make the drivers ready to meet the challenge of adverse winter conditions.



Lassa Tyres' new campaign, "Release Your Ego", also conquered the streets of Milan, Italy between May 20th and June 2nd, 2013

The campaign displayed on bus stops citywide, featuring the most dynamic and relentless member of Lassa family, Phenoma, engineering particularly to let passionate driving enthusiasts and high demanding fans lose their ego.

Campaign ads featured a call for Instagram and Twitter uploads with #propriperme to invite participants to share pictures showing them what let loose their ego, what makes them spoiled as beautiful summer days just begin.



Simon Perry of Team Lassa Tyres made a great start at Maxxis BDC Round 1

As the official kick off of the 2013 Maxxis British Drift Championship (BDC) went down in at Lydden Hill Race Circuit on April 13th-15th, the UK's and Europe's finest drifters competed fiercely in order to show their driving and drifting skills.

Simon Perry of Team Lassa Tyres made a great new season start by winning the 2nd podium place in Super Pro-Category. Narrowly missing 1st place position against the current champion Paul Smith of Team Japspeed, Simon certainly made a huge impact on the crowds and judges.

Of the other members Team Lassa Tyres, Jody Fletcher also drove brilliantly but after losing power due to a fuel pump wire dislodging, he ended up in joint 8th position in the Super-Pro Category. Semi-Pro Richard 'Juddster' McCourt had an unlucky start and was unfortunately disqualified for the rest of 2013 Maxxis BDC rounds.

Simon Perry stated that: "The Lydden Hill Circuit may be one of the shorter circuits, but not without challenges with its variety of bends, gradients and short straights. We are saddened regarding the judge's decision on 'Juddster' but the competition is fierce this year and both Jody and I need to work harder than ever to out-perform the other drivers and keep Team Lassa in the top three. Anything can happen in drifting – just one tiny error can prove disastrous. Together with Lassa Tyres on board, which have already proved itself on and off the track, we are very confident and are looking forward to competing again in coming rounds".

In the overall 'Team' rankings, Team Lassa Tyres ranked 3rd after the first round and 5th place after the second round, which took place at Pembrey Circuit on June 9th.

With less than a month to Round 3, the team is already moving forward and preparing to take on Teesside Autodrome on the 6th-7th July.

