

# Happy New Year and Welcome to 2013's last edition of Lassa Newsletter



**HALIT ŞENSOY**  
International Sales and Marketing Director

Welcome to 2013's last edition of our Quarterly Newsletter.

When I have a look at the last year I can say that 2013 was not such an easy year. It was full of volatile industry activities further compounded by a poor economic climate.

However, I can proudly say that it was also a year that we lived up to our brand promise.

We achieved a lot with the help of your continued support and strong commitment to Lassa Tyres.

Thank you!

As we look ahead to 2014, we expect to improve upon our success in 2013.

We have two of Lassa Tyres' newest and most technologically advanced products scheduled to launch: Greenways, our first eco-friendly tyre designed to increase fuel efficiency and reducing emissions; and Snowways 3, the latest addition to the Lassa Snowways winter tyre family. We will be sharing further information on these new products soon.

We are committed to deepen our existing presence in our chosen markets in Europe, CIS and MENA regions, while expanding new capacity in our new markets in the Asia-Pacific region, such as China, Hong Kong, Australia.

It is our top priority to increase our visibility, thus to enhance our image by continuously building on Lassa Tyres name through strong and consistent brand communication.

In 2013, the number of Lassa branded stores has reached 100 and opening up new Lassa branded stores will be one of our top targets that we will use to increase our brand awareness in 2014, too.

We will also continue our tradition of community engagement via sponsoring various football teams and motorsports events.

We are also extending our support of football in Europe by becoming an official partner of Bundesliga Club Hamburger SV; which is one of the country's oldest and the most successful football teams with the unique distinction of having played continuously in the Bundesliga since its foundation.

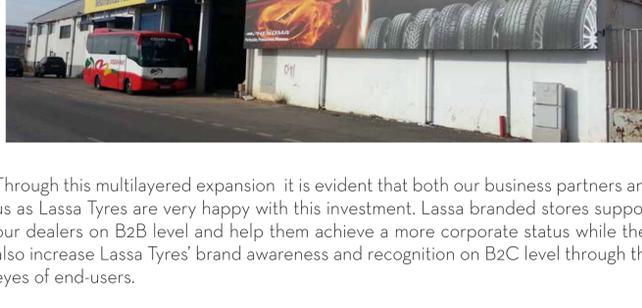
We continued our presence in the British Drift Championship (BDC) with the sponsorship of the Lassa Team in 2013 as well. This year our team took the 2nd place in the Super-Pro category. It is my pleasure to announce that Team Lassa Tyres will be continuing their BDC journey in 2014 with our increased support.

And finally throughout the year we will continue to come together with our international fellow exhibitors and visitors as well as our valued business partners all over the world via trade shows such as, Geneve Automotive Fair in Switzerland, and Reifen 2014 in Essen, Germany.

Thank you very much for your continuous support and trust in us. We wish you a successful and prosperous 2014.

## More Customer Engagement for Lassa Tyres in 2014 Lassa Tyres' Branded Stores

We are very happy with the increase in the number of the Lassa shop projects we realized in 2013. Compared to 2012, in 2013 we both increased the number of countries where we first initiated Lassa branded shop projects and in our markets where we already had Lassa branded shops.



Through this multilayered expansion it is evident that both our business partners and us as Lassa Tyres are very happy with this investment. Lassa branded stores support our dealers on B2B level and help them achieve a more corporate status while they also increase Lassa Tyres' brand awareness and recognition on B2C level through the eyes of end-users.



Lassa branded shops will continue to be one of our main focus areas in 2014 to mutually deepen and strengthen our relationship with our business partners.

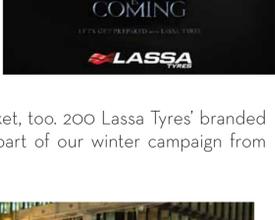


## Branding Campaigns

We took initiative to contact with the consumers through outdoor communication activities. In that regard, as a follow up to our summer communication campaign for Phenoma, which was available on 330 bus stops in Milan for 3 weeks in May 2013, "Winter is Coming" concept was used to tour around Milano, on 70 buses for 21 days and on a tram for 28 days during November 2013. We further expanded our exposure to the Italy market, where Phenoma met with its Italian consumers at 265 bus stops for 14 days in Napoli from December 13 to January 14.



In 2013, in addition to the use of outdoor communication activities, we made numerous arrangements to appear on print and online media channels, which included Competus Winter communication in French 4x4 Tout Terrain, winter tyres and uhp segment communication in the UK's Tyre Trade News, winter tyres communication in Germany's Gummibereifung, and online winter tyres communication with our "Winter is Coming" concept in Italy's www.pneunews.it.



We had branding campaigns in the Germany market, too. 200 Lassa Tyres' branded taxis were all around the Dusseldorf city as part of our winter campaign from November 2013 to January 2014.



## British Drift Championship

The BDC has become another annual tradition for Lassa Tyres. It gives us great pleasure to see our tyres get used on the edge of the limits. 2013, saw Simon Perry, Team Captain of Lassa Tyres Drift Team took 2nd place in the Super-Pro category of the BDC after an exciting season.

In 2014, we will not only continue our support but we will increase our engagement with our fellow pilots and Team Lassa Tyres will once again be one of the top contenders for the championship. We wish our drift team all the best for the upcoming season.



## English Premier League, German Bundesliga and Italian the Serie A Exposures for Lassa Tyres

We continued our EPL tradition which began in 2011 and renewed our advertisement agreement with English Premier League (EPL) for a further one year period for the 2013/2014 season. We then extended our EPL coverage with additional away games of Arsenal Football Club due to their successful campaign in the season.



We have new advertisement agreements with Italy's A.S. Roma and Torino F.C. football clubs. Lassa Tyres will be featured on pitch-side LED advertising boards during 17 games of A.S. Roma at Stadio Olimpico and the 11 games of Torino F.C. at Stadio Olimpico di Torino until the end of 2013/2014 season.

