



FC BARCELONA OFFICIAL PARTNER

PRESS RELEASE

Lassa Tyres to Open First Barcelona Flagship Shop with a Ceremony

After signing a four year term Global Sponsorship Agreement with FC Barcelona in June, now Lassa Tyres expand its brand presence in Barcelona and its vicinity

Barcelona, 14 September, 2015 - Today, Lassa Tyres, produced by Turkey's number one and Europe's seventh biggest tyre producer Brisa, officially opened its first Barcelona flagship shop. With the achievement of this milestone, Lassa Tyres are strengthening its position in the Barcelona region, ensuring its strategic growth in the region and in the country.

“Over the past years, as a result of our vigorous sales and marketing strategies as well as our strong commitment, as Lassa Tyres, we have made our presence felt in a wide range of market segments in Europe. We plan to deepen our existing presence in our chosen markets in Europe like Spain, which is one of our key growing markets. This brand investment is another important step into this direction, with which we are significantly enhancing our position in the Barcelona region,” said Yiğit Gürçay, Brisa General Manager.

The shop inaugurated in the morning at 09.30 a.m. at Lipecar, Calle Ausiàs March, Número 131, by Brisa Board Member, Hakan Bayman; Brisa General Manager, Yiğit Gürçay; Brisa Director of International Sales and Marketing, Halit Şensoy with the attendance of the Republic of Turkey, Barcelona Consulate General, Emir Salim Yüksel, Lassa Tyres Spain Country Distributor Safame Comercial, Jesús Mesas; and representatives of Turkish and Spanish media.

Brisa Director of International Sales and Marketing, Halit Şensoy said: *“Lassa Tyres provide all kinds of tyres for passenger cars, commercial vehicles and tractors in almost 70 countries worldwide. We are available at 5,000 points of sale. Among such sale points, we believe that branded shops are instrumental in reaching out and establishing relations with customers as well as increasing the brand awareness. The number of Lassa branded shops has been increasing continuously globally. Out of all the total number of Lassa branded shops, we have 40 Lassa branded shops in Spain. What is special about the Lipecar Shop is that it is the Lassa Tyres’ first flagship shop in Barcelona. Safame Comercial, one of the Lassa Tyres’ oldest business partners, has been instrumental in establishing partnership with Lipecar. Lipecar is a family owned company with over 40 years of experience on the tyre business and it is a perfect partner with an outstanding customer orientation. We are confident that Safame Comercial, Lipecar and Lassa Tyres established a strong partnership, which will contribute to our mutual business effectively in this region and our customers will benefit from this strong partnership, too.*

Empowered further with the partnership of FC Barcelona, we aim to expand the sales network of the Lassa Tyres in the Barcelona region and in the rest of the country with new retail partners, with whom we share mutual values and vision and for whom delivering quality service and satisfaction to customers are top priorities. In the meantime we also plan continuously to bring a wider range and sizes of the Lassa Tyres into the market.”

Jesús Mesas, Safame Comercial said: *“Safame Comercial has a longstanding and successful alliance with Lassa Tyres for almost 20 years, dating back to 1996, established one year after when Safame Comercial was founded. We are very much excited about the opening of Lassa Tyres’ first flagship shop in Barcelona and about the opportunity to grow Lassa Tyres brand throughout this region together with Lipecar.”*

Lipecar is located in the center of Barcelona, in the district of Dreta de l’Eixample. The Shop has an area of 110 square meters. It is equipped with four elevators, wheel balancer, wheel aligner and top quality equipment for auto repair services. The decor and displays at the Shop are specially designed to showcase Lassa’s wide range of products, from passenger to 4x4 tyres as well as commercial tyres.

Special to the opening week, all customers, who buy 4 Lassa tyres from Lipecar between September 14th and 20th, will receive a specially designed Lassa travel bag and will also have the right to participate in a 2 double Tribune Tickets raffle for FC Barcelona vs Levante UD match that will be played at the Camp Nou on Sunday, 20th of September 2015.

The Opening Ceremony was held on the same day when Official Partnership Ceremony and the Press Conference announcing the details of the partnership agreement between Lassa Tyres and FC Barcelona held at Camp Nou. Lassa Tyres signed a global partnership deal with FC Barcelona in June, 2015 making Lassa Tyres the Main Partner of all the indoor sports (i.e. basketball, handball, futsal and roller hockey teams) as well as the Official Partner of the Football Club for the next four seasons until 30 June 2019.

-end-

Brisa: Having celebrated its 25th Anniversary in 2013, BRISA Bridgestone Sabanci Tyre Manufacturing and Trading Inc. (Brisa) is a joint venture company between the Sabanci Group, the leading industrial conglomerate in Turkey and the Bridgestone Corporation of Japan, the world's largest tyre and rubber company. Equipped with state-of-the-art design and production technologies as well as its own dedicated research and development center, BRISA has one of the world's largest tyre production facilities, Kentsa, under a single roof with 361,000 m² surface area. In 2012, BRISA made the largest investment of production capacity ever in the company's history, and in 2013 completed the procedures for a second plant, which is scheduled to start production at the beginning of 2018. BRISA is Turkey's number one and Europe's seventh biggest tyre producer. With its current 10 million-tyre production capacity, Brisa manufactures passenger car, light commercial vehicle, bus, truck, agricultural and off-the-road tyres under its Bridgestone and Lassa brands.

Lassa: Produced by BRISA, LASSA manufactures and sells a wide range of consumer and commercial tyres almost in 70 countries worldwide together with 80 international partners. Tested and approved by German TÜV SÜD Automotive, one of Europe's leading testing and certification organizations, the products of LASSA tyres earned the endorsements of several leading global automotive manufacturers operating in Turkey, i.e. Isuzu, Mercedes, Ford, Land Rover, Hyundai, John Deere, Tofas-Fiat, Karsan, Otokar, Mitsubishi, Temsa, TTF-Case New Holland. Producing durable and high-quality tyres for drivers, requiring both safety and performance, as well as expecting maximum value for the money from their tyre choice, LASSA has a strong commitment to sustainability which resonates throughout all of its business activities.

For more information on Lassa Tyres, please visit:

<http://www.lassa.com>

<https://www.facebook.com/LassaTyres>

www.twitter.com/lassatyres

www.instagram.com/lassatyres

Safame Comercial: Founded in 1995, Safame Comercial supplies a wide variety of carefully segmented tyre brands at competitive prices to tyre professionals ranging from regional and local wholesalers, spare parts and fast fit chains, tyre groups to independent retailers and tyre shops. The Company imports PCR, TBR, AGRI and OTR tyres as well as AGRI-wheels from all over the world. Safame Comercial has warehouses, which are strategically located in Albacete, Spain with 12,000

square meter covered area and has a team of 50 employees, who are each dedicated to meet and exceed the demands of its clients. Safame Comercial is a company of Safame Group. Recauchutados Mesas, the other Group company, retreads TBR, agriculture and OTR tyres that the Group sells in Spain, Europe and some African countries.

For more information on Safame Comercial, please visit: www.safame.com

Media Information:

Aysegul Seferoglu
Effect PR – Burson Marsteller Turkey
Mobile : +90 (0532) 227 88 93
E-mail : aysegulseferoglu@effect.com.tr