



FC BARCELONA OFFICIAL PARTNER

## PRESS RELEASE

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### Lassa Tyres to Pre-Launch Its First Global TV Advertisement Campaign

Lassa Tyres today pre-launched its first global TV advertising campaign on Eurosport, Europe's No.1 sports channel to announce the global partnership agreement with FC Barcelona.

The 20-second commercial will air across 54 European countries starting from December 1st for a period of one month. It will be followed by the main advertisement campaign which will start as of January 2016 and last till May 2016.

*"Eurosport has just launched its new brand identity in order to make Eurosport the preferred destination for sports fans everywhere. Its new fan-centric strapline 'Fuel Your Passion' articulates what has been a transformative year for Eurosport. As Lassa Tyres, this year we also took a major step in Lassa Tyres' journey towards becoming a global brand by fuelling our passion with signing a four year global sponsorship agreement with FC Barcelona. We believe that Eurosport's large community of fans represent the ideal platform for Lassa Tyres to increase Lassa's brand awareness among Eurosport viewers. We see today's launch of the first global TV advertising campaign on Eurosport as another step forward for Lassa Tyres to reach out vehicle owners and drivers in its target markets worldwide. We will continue to strengthen our marketing activities in key markets in an effort to reach more customers and raise our brand value in these strategically targeted markets,"* said Halit Şensoy, Brisa Director of International Sales and Marketing.

Lassa Tyres' online commercials will also appear on the Eurosport.com in order to increase the brand's online visibility and to promote and drive potential customers to the Lassa's website.

Lassa Tyres provide all kinds of tyres for passenger cars, commercial vehicles and tractors in almost 70 countries worldwide at 5,000 points of sale together with 80 international partners. The brand is produced by Brisa, which is the number one tyre producer in Turkey and the seventh largest in Europe.