

Greetings! Welcome to the Autumn Issue of Lassa Tyres' Quarterly Newsletter.



HALİT SENSOY
International Sales and Marketing Director

I would like to start this Quarter's Newsletter by sharing news about a change of leadership at the Brisa management and a welcome note:

I am pleased to announce that Mr. Hakan Bayman, who has been the CEO of Brisa since 2009, was appointed as the Senior Vice President, CIS/Russia, Middle East and Africa (CMA) of Bridgestone, effective as of September 1st. Hakan Bayman will also continue to serve his role as Brisa's Member of Executive Board of Directors. Mr. Bayman had accompanied the development and activities of Brisa with great success.

Mr. Yiğit Gürçay assumed the Brisa General Manager position effective by the same date. Mr. Gürçay held several senior executive positions in large multinational companies - please scroll down to the bottom of the Newsletter to view the further details on Mr. Gürçay's career.

We are very excited to continue Lassa Tyres' further development and growth under the guidance and leadership of Mr. Gürçay and we are sure that he will have a very positive effect on our journey ahead.

Hereby, I would like to welcome Mr. Gürçay to the Brisa family on your behalf!

Over the last few months, there have been exciting developments since we signed the global partnership agreement with FC Barcelona:

As you know, Lassa Tyres currently reach out vehicle owners and drivers in almost 70 countries, while FC Barcelona teams are estimated to be in touch with more than 1 billion people worldwide. Determined to put this synergy into work right away in order to further strengthen our ties and broaden our engagement with our business partners and end users, we immediately started to exercise our agreement's exclusive partnership rights.

Lassa Tyres were exposed to millions of football fans from all over the world via TV broadcasts and pitch-side LED advertising boards throughout the FC Barcelona's five pre-season friendlies and first game of the season at Camp Nou in the Joan Gamper Trophy.

We also hosted the Lassa Tyres' very first Barcelona hospitality event with the attendance of some of our valued business partners at the Camp Nou during the Joan Gamper Trophy. It has been a very nice event that we all enjoyed. We will increase the number of such hospitality events throughout the 2015-16 season for our business partners and dealers in parallel to the forthcoming sales campaigns.

After signing a four year global sponsorship agreement with FC Barcelona in June, as a complementary step to this agreement, we signed Lassa Tyres' first personal football player endorsement agreement with Turkish National Football Team captain and midfielder Arda Turan on a two-year contract in August. Arda Turan is amongst the 100 best footballers in the world and was recently transferred to FC Barcelona. We believe that Lassa Tyres and Arda Turan are a perfect fit as he is highly qualified in terms of increasing our brand awareness internationally both with his personal image and with his role in FC Barcelona as he is now not only a Turkish celebrity but a very well-known and respected global talent.

In August, knowing the importance of providing fresh and unique content to customers is key in keeping brands relevant to their target audience, we launched our new social media channels. In addition to Lassa Tyres' recently refreshed global website at www.lassa.com, we expanded Lassa Tyres' integrated social media presence with profiles on Twitter (www.twitter.com/lassat tyres) and Instagram (www.instagram.com/lassat tyres). We also merged the brand's Facebook accounts in three different languages under one official English language account.

In September, we held the Opening Ceremony of our first Barcelona flagship shop, Lipecar with the attendance of Brisa Board Member, Hakan Bayman, Brisa General Manager, Yiğit Gürçay, Turkey's Barcelona Consulate General, Emir Salim Yüksel, our Spain Country Distributor Safame Comercial, Jesús Mesas and representatives of Turkish and Spanish media.

With great pace, we are headed into the final quarter of 2015. It has been a challenging year so far and I am sure the final quarter is going to be just as challenging as the rest of the year; however I am also sure that together with you, our valued business partners, we will close the year reaching our targets and keep on carrying Lassa Tyres forward. Taking this opportunity, I would once again like to welcome Mr. Gürçay to Brisa Family on your behalf.

As always, thank you for your commitment and trust in Lassa Tyres.

Lassa Tyres Will Reach Out 1 Billion People With FC Barcelona

The details of the global partnership agreement between FC Barcelona and Lassa Tyres were unveiled on September 14th in Barcelona. Lassa Tyres made history by becoming the first brand to undertake the global title partnership of all indoor sports teams of FC Barcelona and took an important step towards becoming a global brand.

FC Barcelona teams are estimated to reach out to more than 1 billion people worldwide. Lassa will keep in touch with this 1 billion FC Barcelona fan base for 4 seasons through this partnership. Camp Nou and Palau Blaugrana facilities are visited by more than 6 million people every season, who will meet with Lassa Tyres. The club is the most followed sports club in social media globally, FC Barcelona has a total reach of 200 million fans on its combined social media accounts.

The details of the global partnership agreement between Lassa Tyres and FC Barcelona were unveiled on September 14th in Barcelona. The meeting took place in the Ricard Muxenchs pressroom at the Camp Nou. It was attended by FC Barcelona President Josep Maria Bartomeu, FC Barcelona VP and Head of Marketing and Communication Area Manel Arroyo, Brisa Board Member Hakan Bayman and Brisa General Manager Yiğit Gürçay as well as the captains of each of the professional sections.

Lassa Tyres became the 'Main Partner of Indoor Sports' and 'Official Tyre Partner of FC Barcelona' as of this season. The new season kits carrying the Lassa Tyres logo for indoor teams were also unveiled at the launch event. World famous FC Barcelona Lassa stars of the Clubs basketball, handball, futsal and roller hockey teams, Juan Carlos Navarro, Victor Tomás, Páaco Sedano and Aitor Egurola, wore their new jerseys for the first time. The indoor teams will be officially named 'FC Barcelona Lassa' and attend all national and international competitions with this name for the next four seasons.



1 Billion Reach Worldwide

FC Barcelona teams are estimated to have more than 1 billion reach worldwide. FC Barcelona Lassa teams have the widest global fan base after the football branch. FC Barcelona Lassa basketball, handball, futsal and roller hockey teams are supported by more than 16 million fans in total on Facebook. Camp Nou and Palau Blaugrana are visited by 6 million people every season. On average, an audience of 5,000 fans attend the matches in Palau Blaugrana every week.

Brisa Board Member Hakan Bayman said: "Lassa Tyres, the brand of Brisa, a joint venture of Bridgestone Corporation and Sabanci Holding, is defined as the most sincere tyre brand of Turkey. FC Barcelona partnership is an important step in Lassa Tyres' journey towards becoming a global brand. FC Barcelona has a strong and loving fan base in Turkey. The Clubs' approach for sustainable success, its traditional club values, academy culture, its civic engagement actions and social activities set an iconic example in the world of sports industry. First and foremost, this partnership agreement between Lassa and FC Barcelona should be viewed as a unity of vision. This partnership agreement represents the amalgamation of the principles of respect, ambition, teamwork, effort and humility summarized in FC Barcelona's 'More Than a Club' motto, with the sustainability vision of Brisa and Lassa Tyres' brand positioning. I believe that with this agreement an interconnected unity of values came about, extending from Brisa to Lassa and from Lassa to FC Barcelona, and vice versa."



Brisa General Manager Yiğit Gürçay said: "Lassa Tyres, a brand which was born in Turkey, now reach out vehicle owners and drivers in almost 70 countries worldwide, available at 5,000 points of sale. Out of these countries, where our brand is sold, Spain is an important market for us. FC Barcelona partnership is a significant step forward for Lassa Tyres to reach out vehicle owners and drivers worldwide. We are excited to continue Lassa Tyres brand with the Clubs fan base which represents more than a billion people worldwide and 25,000 audiences who visit Palau Blaugrana on average every month. We value such positive engagement of FC Barcelona's loyal fan base with Lassa brand, some of whom maybe will meet our brand for the first time, greatly as such engagement will further strengthen our brand in its global journey ahead."

A Clear Commitment to the Club's Multisport Philosophy

FC Barcelona President Josep Maria Bartomeu said: "With this agreement with Lassa Tyres we have achieved an objective that was a long time in the making by obtaining a global sponsor for FC Barcelona's professional sections. This sponsorship is a boost for our teams and demonstrates our clear commitment towards strengthening the Clubs' multisport philosophy. This sponsorship will allow us to extend our presence not only to Turkey, a country where the club evokes admiration and draws more fans every day, but also worldwide."

This Agreement Forms Part of the Strategic Plan to Increase the Club's Presence around the World

Vice President of FC Barcelona Manel Arroyo said: "This agreement is further proof of the Clubs' internationalization and is part of our strategy to expand FC Barcelona's presence worldwide. Our chosen partner, Lassa Tyres, is a brand that shares our commitment to having a global presence. Moreover, the Turkish market is key for us according to data that situate Barça as the most followed football club in the country. This sponsorship will also reaffirm our ties with Turkey, where we already have other important sponsors, and will bring us closer to the country's fans."



Lassa Tyres To Open First Barcelona Flagship Shop With A Ceremony

Lassa Tyres officially opened its first Barcelona flagship shop 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. The new season kits for indoor teams were also unveiled at the launch event. As you know, the indoor teams will be officially named "FC Barcelona Lassa" while Lassa Tyres became the "Main Partner of FC Barcelona Indoor Sports" & "Official Tyre Partner of FC Barcelona" for the next four seasons.

With the achievement of this milestone, Lassa Tyres strengthened 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 Lipecar, Calle Ausiàs March, Número 131, with the attendance of Brisa Board Member, Hakan Bayman, Brisa General Manager, Yiğit Gürçay, Turkey's Barcelona Consulate General, Emir Salim Yüksel, our Spain Country Distributor Safame Comercial, Jesús Mesas and representatives of Turkish and Spanish media.



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 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 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 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 Lassa Tyres into the market.

Special to the opening week, a promotional campaign has been held for all customers.

Lassa Tyres Announced An Endorsement Agreement With Arda Turan

After striking a partnership agreement with FC Barcelona, Lassa Tyres signed the brand's first personal football player endorsement agreement with Turkish National Football Team captain and midfielder Arda Turan. The signing of the endorsement agreement took place on Thursday 6th evening in Istanbul.

The endorsement agreement grants Lassa Tyres exclusive endorsement rights in advertising, PR and promotional products with Arda Turan in addition to partnership rights that Lassa Tyres already have with FC Barcelona and its players like Messi, Neymar Jr, Luis Suárez, Iniesta, Juan Carlos Navarro, Victor Tomás, Sergio Lozano and Aitor Egurola, among others, who will be taking part in the promotional campaigns of Lassa Tyres.



We believe that Lassa Tyres and Arda Turan are a perfect fit. Arda Turan is highly qualified in terms of increasing our brand awareness internationally both with his personal image and with his role in FC Barcelona as he is now not only a Turkish celebrity but a very well-known and respected global talent. There are millions of people around the globe who have dreams like Arda. We, as Lassa Tyres, want to use our cooperation with Arda as concrete evidence that the path that leads to the realization of your dreams is one that is long and it requires endurance, agility, adaptability, self-improvement and commitment.

The popular 28-year-old Turkish football player Arda Turan is amongst the 100 best footballers in the world and was recently transferred to FC Barcelona.

2015 BDC Final & Excitement Of The Irish Drifting Championship

Drifting and The British Drift Championship (BDC) are excellent platforms in terms of seeing our tyres in action as well as meeting with the fans of the sport.

As we have announced earlier, we have extended our partnership with the team for a further 4 year period and invested in the first and currently the only Nissan R35 GTR to take place in the Europe Drifting scene for this season. Putting aside its investment, the new drift car brought enormous pressure mechanically and in terms of engineering on the drift team to transform the car from an everyday car to a street legal drift machine.



Recognizing these challenges together with our Lassa Tyres Drift Team, we planned this year to be a transition period in order to develop and get used to our new drift car. While we did not have the best of starts to the new season, the team gradually kept increasing their performance in every round of the British Drift Championship and finally took the podium at the Anglesey circuit.

As part of our plans to participate in other drift events and shows, Lassa Tyres Drift Team battled in Mondello Park at the Irish Drifting Championship on 26th and 27th of September. Both the Team and Lassa Tyres had the opportunity to show their drifting skills and performance before the die-hard IDC fans.

New Social Media Channels For Lassa Tyres



In August, in addition to its recently refreshed global website at www.lassa.com, Lassa Tyres expanded the brand's integrated social media presence, which includes brand profiles on Twitter (www.twitter.com/lassat tyres) and Instagram (www.instagram.com/lassat tyres). Lassa Tyres' expanded social media presence represented the Company's continuous efforts to improve Lassa Tyres' consumers' experience and connection with the brand as well as to integrate the brand's social media presence.

Lassa Tyres also merged the brand's multiple Facebook accounts in German, Italian and English languages under one official English language account: www.facebook.com/LassaTyres.

Through its new social media channels and new Facebook account, Lassa Tyres will be able to interact with the brand's global customers while providing them with real-time updates on the latest product news, announcements and events as well as surprises.

Please follow Lassa Tyres' new social media accounts:
www.facebook.com/LassaTyres
www.twitter.com/lassat tyres
www.instagram.com/lassat tyres

Mr. Yiğit Gürçay's Biography:

Yiğit Gürçay graduated from Boğaziçi University Chemical Engineering Department in 1988 and obtained his Masters degree in International Business Management at Istanbul University in 1989. He started working at Unilever Marketing Department and continued working as Roche Turkey - OTC Sales and Marketing Manager and Country Manager, Roche HQ - Global Brand Leader, Roche South Africa - Country Manager, Bayer South Africa and Sub-Saharan Africa - Country Manager, Bayer Turkey - General Manager. He worked as GlaxoSmithKline (GSK) Turkey - General Manager in 2007-2011. Before joining Brisa, his last positions at GSK were Area SVP, MEA in 2012-2014 and Area SVP MENA and CIS in 2014-2015.