



TRACK OF TRUST Newsletter

Volume 3

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PETLAS TIRES ON RACING TRACK



PT741 Velox Sport

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Petlas has started to work on releasing new patterns from production line compatible with TCR (Touring Control Racing) standards and dirt/asphalt rallies.

As a result of the world demand towards rally tires, Petlas has made an investment for producing rally tires in the near future with adding special patterns suitable to rally event into its wide tire range.

In 2017 Petlas became the official tire supplier of some racing teams in racing events. The cars were mounted by PT741 Velox Sport tires which have delivered exceptional performance on the track and got full mark by rally pilots. Linked to that, Petlas has started to work on releasing new patterns from production line compatible with TCR (Touring Control Racing) standards and dirt/asphalt rallies.

The new patterns' names are GRAVEL and TARMAC. GRAVEL is suitable to use dirt rallies, while TARMAC is designed for asphalt surfaces.



FUTURE GOALS OF PETLAS



PT825 Full Power Plus

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Petlas wants to increase its passenger car and TBR tire sales figures in the following years.

Petlas exports tires from East to the West at all continents has operations more than 110 countries according to 2018 numbers. PCR, LVR, UHP, TBR, TBB, LTB, AGRICULTURAL, RADIAL AGRICULTURAL, ROMORK&TRAILER, FORESTY, IMPLEMENT, FLOTATION, OTR, RADIAL OTR, FORKLIFT-AVIATION and MPT segments are being sold by Petlas right now.

Being a market leader in the agricultural segment in North Africa, Middle East, and Eastern Europe, Petlas wants to increase its passenger car and TBR tire sales figures in the following years. Moreover, Petlas aims to increase the number of distributors in its existing tire markets. Beyond these, China and Africa's regions are emerging markets for Petlas and Petlas is planning to incorporate into these markets in the very future.

In this regard, investments were made about passenger car tire production capacity during the last year. As a result of that investment Petlas's factory became capable of producing nearly 9.000.000 unit passenger car, light truck and 4x4 car tires in 2019. It is obvious that this investment gives a positive momentum in export sales figures in 2019. Meanwhile, link to passenger car tires, **Petlas continues to expand its Run Flat (RFT) range day by day with its own know-how technology.**


What about TBR tires? R&D department is working to expand pattern and size range in TBR. In 2019, there will be a large scale investment for TBR production capacity.

Within the scope of all production capacity plans, Petlas has started to build a fully automatic warehouse in 2017. With that warehouse, export transportation process will be faster and more effective. Also, that system makes it easy to track a tire from production to delivery.

To realize these future goals as mentioned above, Petlas considers opening new coordination offices in some countries. Recently, Petlas has two offices. Petlas Tire USA, the US-based subsidiary office of Petlas Tire Corp, is giving service to its customers both in the USA and in North America. And South America coordination office located in Santiago, Chile aims to dominate Petlas's sales operations in South American countries. Relating to expanding sales operations, Petlas plans to open new coordination offices in North Africa, Middle East, and Russia regions to address customer needs rapidly. Probably to support some coordination offices, new warehouses are being considered to open.

Since 1976, as a pioneer tire producer in Turkey, Petlas offers a wide range of tires and competitive pricing with premium quality. For Petlas customer satisfaction is the top priority. In this regard, Petlas Tire Corp. will continue to work.

SRI LANKA TIRE CONVENTION



Petlas had a chance to meet distinguished tire dealers of Sri Lanka.

TA 110

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An important tire convention held by Petlas Sri Lanka distributor on 3 February 2018. The organization has taken place in Renaissance Banquet Hall & Conference Center, Colombo.

More than 150 dealers and 50 guests have participated; also Commissioner of Department of Motor Traffic of Sri Lanka was the Chief Guest. Petlas Tire Corp. was represented by Mr. Oğuz Ay (International Sales and Marketing Director) and other foreign delegates were graced the event. In that convention Mr. Ay made a speech about history, wide product range and future plans of Petlas.

Petlas is very thankful to its Sri Lanka distributor for organizing such a great convention which Petlas had a chance to meet distinguished tire dealers of Sri Lanka.



SRI LANKA TIRE DEALERS MEETING



PT 731 Ultra Sport

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Between 26.06.2018-01.07.2018 Sri Lanka tire dealers meeting took place in Istanbul and Kirsehir.

Sri Lanka dealers had opportunity to see our tire facility in Kirsehir, with guidance of engineers from different departments. In the facility, presentations had made by international sales and marketing manager related to history and wide tire range of Petlas and dealers had chance to ask questions directly to engineers. At the end of the meeting plaques were presented to Sri Lanka dealers.

During the meeting our guests had chance to see Petlas tires endurance and performance lively in tire test track with our authorized test pilot.

After these meetings sightseeing event were hold in Istanbul. During the tour dealers and their families have seen the historical places and enjoy with different activities. Petlas is very thankful to its dealers for their high level of participation. Petlas believes that organization was very beneficiary for both sides.



FRANCE, GERMANY AND MALAYSIA MARKETING ACTIVITIES



TA 130 Agroper

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Petlas continues
its marketing
activities

GERMANY



FRANCE



Petlas continues its marketing activities in France, Germany and Malaysia. In France and Germany our distributors now have new Petlas sign boards at their shops.

MALAYSIA

In corporation of Petlas brand on distributors shop and office



PETLAS CONTINUES OUTDOOR ADVERTISING PROJECTS



W671 Snow Master

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Petlas continues outdoor advertising projects in many countries.

Brand awareness means what brand stands for. Outdoor advertising is an effective tool to reach multiple consumers outside the home, connect advertisers with consumers and create brand awareness. Also, transportation advertising is an useful method to announce of corporation products and services in the public. Regarding to reach end users Petlas continues vehicle wrapping projects in many countries.

In Greece many public buses were wrapped with Petlas's passenger car tire eye catching design. Results of that project related to our brand awareness was very positive. Also, in Hungary, Petlas official distributor's cars have new agricultural design. Now Petlas aims to implement other wrapping projects all over the world. End user targeted projects of Petlas will continue in different countries to consolidate solid brand conscious upon customers.



PETLAS RIDERS TAKES THE TOP AT ELIYAKANDA HILL CLIMB 2018



PT875 Advente

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Petlas was the sponsor for the
Mr. Mahesh Kodagoda
and Redline Racing Team.

**Petlas was the sponsor for the Mr. Mahesh Kodagoda
and Redline Racing Team.**

Riders sponsored by Petlas takes 1st Place in 1300CC ford laser event, 2nd Place on SL-E MINI up to 1275cc Catagory and 3rd Place in SL-E Ford Laser/Mazda 323 up to 1500cc category.



NORTHERN CYPRUS SPRINT CHAMPIONSHIP SECOND STAGE WAS HELD IN NICOSIA



PT421 Explero

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Petlas was the sponsor of Oktay Çocuk (pilot) and Hüseyin Çocuk (Co-pilot)

Northern Cyprus Sprint Championship's second stage was held in Nicosia, in January 2018. That organization was held by Northern Cyprus Turing and Car Association in order to train young pilot's skills and provide experiences to them.



PETLAS OPENED ITS STAND IN AUTOMECHANIKA DUBAI TRADE SHOW



RH 100

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Petlas sees Automechanika trade show as an important platform to introduce new tires and to build new business connections

Automechanika Dubai opened its doors for the 16 edition for more than 2000 exhibitors from 58 countries and welcomed more than 30,000 trade visitors from across 136 countries between 1-3 May 2018.

In this very important trade platform, amongst the top 100 companies in Turkey, Petlas has opened its booth at Sheikh Saeed 1 / B12 and has displayed tires from PCR-4x4, SUV-LTR-TBR-AGRICULTURAL and MILITARY ranges.

Petlas sees Automechanika trade show as an important platform to introduce new tires and to build new business connections with traders coming from Middle East and North Africa. As, Petlas is working to increase its operations in these regions.

Petlas Tire Corp. is thankful to all visitors and business partners who visited the booth. As Petlas we are very proud to represent our country successfully in this global trade platform and looking forward for participating in other global show events in the near future. Stay tuned!



PETLAS WAS IN THE TIRE COLOGNE 2018



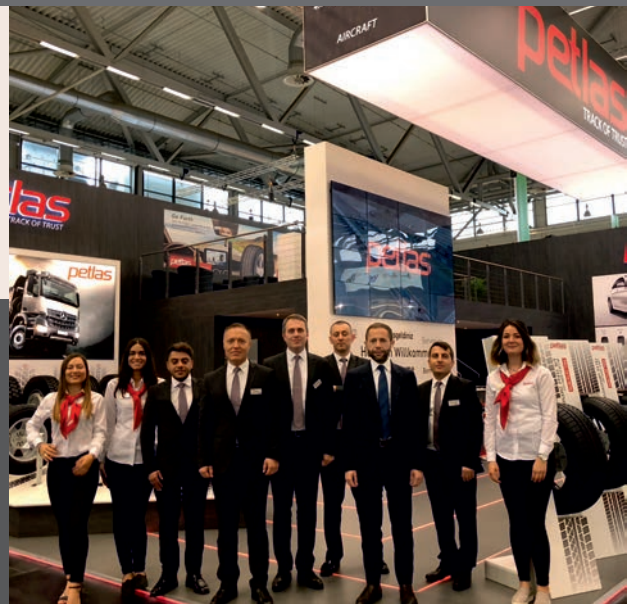
SH 110

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A new trade fair for the international tire industry and Petlas

A new trade show for the international tire industry, The Tire Cologne took place in Cologne, Germany between 29.05.2018-01.6.2018. 533 exhibiting companies and another 70 brands from 40 countries participated in that premiere. More than 16.000 trade visitors from 113 countries were in that important trade show in total and nearly 60% percent of visitors were from abroad. The upcoming The Tire Cologne takes place from 9th to 12th June 2020.

In that premiere Petlas opened its booth at Hall 7.1 / C018 and has exhibited tires from its comprehensive tire range. PCR, SUV, LTR, TBR, AGRICULTURAL, OTR, MILITARY LAND AND MILITARY AIRCRAFT segments have exhibited during the fair. Especially in PCR (Winter and Summer) and SUV (Winter and Summer) Run Flat tires were captured visitors attention too much.



TWO IMPORTANT SHOW UNDER THE SAME ROOF: AUTOMECHANIKA FRANKFURT AND THE REIFEN



W601 Snow Master

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Next Automechanika Frankfurt show will be hold 8-12.09.2020 and as Petlas, we will be happy to be a part of that important organization in 2020.

It is impossible to think vehicles without tires. Bearing this in mind Automechanika Frankfurt; the world's leading trade fair for the automotive service industry; launch another important show, The Reifen. Previously been held in Essen / Germany, The Reifen tire show taking place co-located with Automechanika Frankfurt between 11-15.09.2018 in Frankfurt for the first time.

As Petlas opened our 222m2 booth in Automechanika Frankfurt trade show at The Reifen side in Hall 12.1 / B11. In this fair event we exhibited tires from our PCR PCR-4x4-LTR-TBR-OTR and AGRICULTURAL ranges. Especially our PCR and 4x4 Run Flat tires caught attention of our visitors too much. Also that fair brought new business opportunities to us. Next Automechanika Frankfurt show will be held 8-12.09.2020 and as Petlas, we will be happy to be a part of that important organization in 2020. Lastly, As Petlas we highly appreciate all of our visitor's attention, and we would be glad to welcome you in the upcoming fairs as well.



PETLAS WAS IN AUTOMECHANIKA SHANGAI 2018



PT41 Explero

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Automechanika Shanghai 2018

Petlas has opened its booth in Automechanika Shanghai 2018, Asia's largest trade show for automotive parts, accessories, equipment and services, for the first time from 28 November to 01 December 2018. As Petlas we had a strong presence in Hall 7.2 / A38 with our booth, in which we had the opportunity to exhibit tires from our Agricultural, Truck & Bus, PCR, PCR Run Flat, 4x4 and LTR segments that contributed our quality image.

We would like to take this opportunity to thank all of our business partners, and guests for visiting our booth and taking part in this great event. Inputs from discussions with our business partners, and feedbacks from the end-users are indeed inspiring. We hope that your visit to our stand was enjoyable, and informative. We highly appreciate all of our visitors' attention, and we would be glad to welcome you in the upcoming fairs as well.



PETLAS FORKLIIFT TIRE RANGE



HL 40

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Petlas forklift tires offer safety and exceptional performance on the field.

Petlas forklift tires offer safety and exceptional performance on the field. Recently 17 sizes are available with three patterns (HL10, HL30, and HL40) in Petlas forklift tire range.

HL10 is designed for general purpose tasks. Its strong carcass structure and bead construction provide high performance and durability against impacts.

HL30 delivers high maneuverability thanks to its reinforced tread block pattern. Also, it offers high performance on the field with its strong carcass structure and reinforced bead design. HL30 is very durable and resistant to cuts and wears. According to the test results, HL30 runs approximately 3200 hours.

HL40's extra tread depth maximizes the durability of the tire. Center reinforced block structure provides exceptional maneuverability, especially while spot turnings. HL40 is resistant to cuts and chunking thanks to its strong carcass structure.

Petlas produces strong, durable and environment-friendly tires while providing smart solutions for forklift applications. In the near future, Petlas intends to invest for forklift tire production capacity; also within the scope of that investment, **Petlas will expand its forklift tire range by starting to produce solid forklift tires.**

Petlas will expand its forklift tire range by starting to produce solid forklift tires.



PETLAS TRACTOR FRONT TIRE RANGE



TA110

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Petlas continues to add new sizes and new tread design to agricultural tire range.

After the establishment of Petlas Tire Factory in 1976, Petlas produced its first agricultural tire in 1989. From that day to the present Petlas continues to add new sizes and new tread design to agricultural tire range.

For tractor front, TD16, TD17, TD18, TP8, TD25, TD35, TA50 and TA60 patterns; 21 different SKU's are available in Petlas tire range.

TD16 is designed for 2WD tractors appropriate to use on the field and short distance road operations. Durable shoulders increase tire resistance to any kind of damage and protect the tire effectively. Specially rounded thread root offers high endurance to stubble impacts and fissures. Offers long life thanks to the use of a wear-resistant tread compound. Keeps the tread pattern free from the mud by special tread design. TD17 is an ideal bias tire for 2WD tractors with its special 3Rib design. The rib design provides ultimate steering performance during soil tillage operations and also across soft and cultivated areas. Highly resistant to cut and wears due to its strong nylon carcass structure. Flexible carcass structure prevents sinking. Special tread design provides efficient self-cleaning.



TD18 and TP8 patterns are suitable to use on the field and short distance road operations. TD18 and TP8 flexible carcass structures provide excellent maneuverability without sinking into the soil. Improved tread compounds enable high resistance against wears and cuts. Strong center and shoulder designs of both patterns provide high resistance to side impacts and tread base fatigue. Special tread geometry provides easy steering and flexible carcass structures prevent sinking.

TD25's durable shoulders increase tire resistance to any kind of damage and protect the tire effectively. Specially rounded thread root offers high endurance to stubble impacts and fissures. The strong carcass structure provides longevity.

TD35's rib design provides ultimate steering performance during soil tillage operations also across soft and cultivated areas. Highly resistant to cut and wears as a result of its strong nylon carcass structure. Flexible carcass structure prevents sinking. Special tread design provides efficient self-cleaning.

TA50 and TA60 tread patterns are designed high traction R1 tractor front tire for medium and low powered tractors. TA50 Offers effective self-cleaning feature and grip performance during tillage operations with its special tread geometry and it is highly resistant to cuts and wears. Tread profile provides high resistance to tread base fatigue. The wide and strong body provides easy grip and high traction. Special tread geometry provides efficient self-cleaning.

TA60's wide and long lugs provide comfortable drive while increasing grip capacity. Offers long service life thanks to the use of a wear resistant tread compound. Special tread design delivers the efficient self-cleaning feature. Tread profile enables high resistance to tread base fatigue. The wide and strong body provides easy grip and high traction. Special tread geometry provides efficient self-cleaning.

NEW PRODUCT: UN11



UN11

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UN11 designed for agricultural trailer and baler applications.

Applicable as free rolling tire UN11, even under low air pressure and heavy load, delivers durability thanks to its strong carcass structure, offers flotation as rounded shoulders and wider base spread load on the surface, protects crops with low soil compaction feature, enables driving comfort and fuel efficiency also delivers excellent self-cleaning capability thanks to its wide grooves.

500/50-17 size with 14PR, 16PR and 18PR ply rate options are available in Petlas's agricultural trailer range right now.



NEW PRODUCT: SY800



SY800

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A new pattern for Petlas wide TBR tire range.

SY800 is suitable for all axles and for mixed service (%20 On and %80 Off road) applications. Its robust carcass structure delivers exceptional durability under heavy loads, offers resistance to cutting and chipping. Wide tread profile provides stability and uniformity while enabling outstanding handling performance. Stone ejectors keep the grooves clear all time. 13R 22.5 size is available currently.



NEW PRODUCT: PT555 MULTI ACTION



PT555 Multi Action

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A new pattern for Petlas wide PCR tire range.

Petlas new PCR pattern is PT555 Multi Action. PT555 is an all season tire for using in wide range of weather and road conditions. The V-shaped channels offer effective discharge of water, mud and snow.

Delivers excellent driving and cornering capabilities and assures safety on both ice and snow thanks to its unique pattern design and special compound. 3PMSF and M+S markings on the tire ensure better grip and braking on snowy roads. 205/55R 16 size is available currently.



NEW SIZES IN 2018

**PCR**

PT515 Imperium	175/60R 13 77H
PT741 Velox Sport	275/45ZR 18 RF 107W
PT741 Velox Sport	265/40ZR 19 RF 102W
PT741 Velox Sport	275/30ZR 19 RF 96W
PT741 Velox Sport	265/30ZR 19 RF 93W
PT741 Velox Sport	275/30ZR 20 RF 97W
PT741 Velox Sport	275/35RF 19 96W RFT
PT741 Velox Sport	245/40ZR 18 97W RF
PT741 Velox Sport	205/55ZR 17 95W RF
PT741 Velox Sport	225/40ZR 18 RF 92Y
PT741 Velox Sport	225/40RF 18 RF RFT 92Y

PT741 Velox Sport	265/40ZR 18 RF 101Y
PT741 Velox Sport	275/40RF 19 RFT 101Y
PT741 Velox Sport	275/40ZR 19 RF 105Y
PT741 Velox Sport	255/35ZR 18 RF 94Y
PT741 Velox Sport	255/35RF 18 RFT 90Y
PT741 Velox Sport	275/35RF 18 RFT 95Y
PT741 Velox Sport	285/35ZR 18 RF 101W
PT555 Multi Action	205/55R 16 91H
PT421 Explero	265/65R 17 RF 116S
W671 Explero	315/35R 20 RF 110V

**TBR**

RH100	315/70R 22.5 154/150L
SY800	13R 22.5 156K

AGRICULTURAL

UN11	500/50-17 14PR 149 / A8 (F.R.A) - 137 / A8 (S.A)
UN11	500/50-17 16PR 152 / A8 (F.R.A) - 139 / A8 (S.A)
UN11	500/50-17 18PR 157 / A8 (F.R.A) - 145 / A8 (S.A)

MILITARY VEHICLES

RM910	395/85R 20 168 K
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OTR-Industrial

PtxL31	20.5R 25 193 A2 / 177 B L-3/E-3
PtxL31	23.5R 25 201 A2 / 185 B L-3/E-3
PtxL31	26.5R 25 216 A2 / 200 B L-3/E-3
PtxL31	29.5R 25 216 A2 / 200 B L-3/E-3
PtxL41	29.5R 25 216 A2 L-3
PtxL41	17.5R 25 182 A2 L-3
PtxL31	17.5R 25 182 A2 / 167 B L-3/E-3
PtxL51	29.5R 25 216 A2 L-3
PtxL51	23.5R 25 201 A2 L-3
PtxL51	20.5R 25 193 A2 L-3
PtxL51	26.5R 25 209 A2 L-3
IND25	405/70-20 14PR TL 154 A8
FLT2	23.1-26 14PR TL 166 A8
NB70	17.5-25 20PR 181 A2 L-3

RF: Reinforced
RFT: Run Flat
PR: Ply Rate