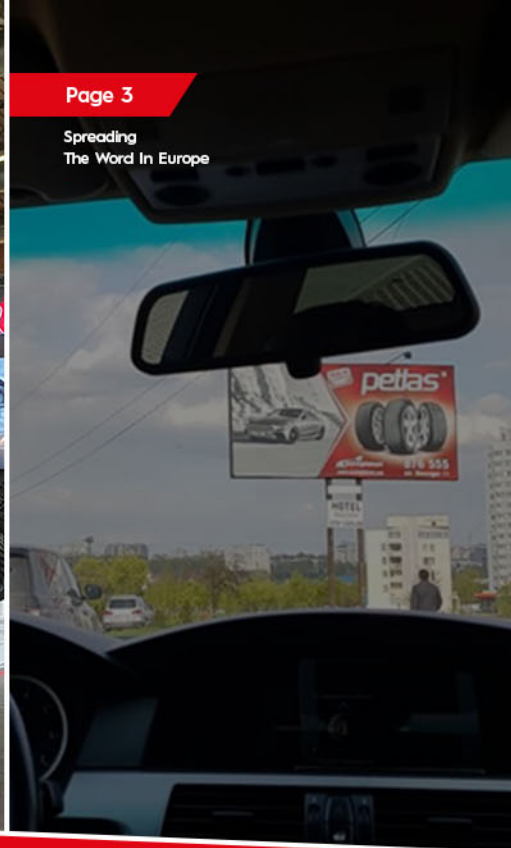


Pettas was in Paris
for SIMA 2019



Spreading
The Word In Europe



Around the world
in 113 countries!



NEWSLETTER
VOLUME 4
2019

ITS NOT FAR
Together

petlas
TRACK OF TRUST

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AROUND THE WORLD IN **113 COUNTRIES!**



The international sales volume of Petlas kept increasing in 2018 with a 17.6% increase in exports, compared to the previous year. Exporting nearly half of its production, the company was among the top 11 Turkish companies in terms of the number of countries they are exporting.

"Our export figure was approximately 24 million dollars back in 2005", said Oguz Ay, International Sales and Marketing Director of Petlas, "We have come all this way from there to where we are now by putting an enormous effort to penetrate new markets and broaden the scope of our partner countries." Now the company's products are distributed to 113 countries from all parts of the planet, as Mr. Ay states: "Our products are travelling on the roads of all continents and regions of the world, from Northern America to Oceania, from Africa and Middle East to Northern Scandinavia. To play an important role in markets with such diverse road and climate conditions, a tire manufacturer has to be able to meet an extremely wide range of needs and necessities. The international sales of Petlas kept on rising throughout 2019 and the figures are expected to be much higher than the previous year with a significant growth."



PETLAS TIRES ON AMERICAN ROADS

Petlas has always believed that success comes from not only continuous innovation and effective marketing but also from having the necessary production capacity to meet customer demands. As a part of the company's road map to perpetually increase its capacity, Petlas completed 50 million USD of machinery and equipment investment in the year 2018 and another 30 Million USD investment is projected to be completed by the end of this year.

As all phases and parts of its manufacturing process, the capacity increase strategy of Petlas is determined depending on emerging needs and emerging opportunities in the markets. "We perceive the so-called trade war between the United States and China as one of the most significant opportunities in the near future", said Mr. Oguz Ay, International Sales and Marketing Director of Petlas, adding "new tax regulations towards the Chinese competition has created a huge and profitable gap in the market and we have completed working on our road map to be one of the dominating players in the US."

Petlas aims a remarkable 80 million USD sales volume in the United States in 4 years, where the company's products are available in the market and is being appreciated by the customers for many years. To reach and even exceed this target, Petlas keeps on investing in new equipment and molds along with working on new patterns and sizes to fully accommodate the market trends and end users' expectations. The company's mid-term and long-term plans include construction of a production line fully dedicated to manufacturing tires for the US market.

The route to increase the sales volume up to 80 Million Dollars is mapped out to start from an upward shift in OTR and TBR tire sales, continuing with SUV, UHP and Agricultural tire ranges.



RH100

RC700

SU500



RH100



SPREADING THE WORD IN EUROPE

Petlas values outdoor advertising as an important part of its marketing mix since it includes mediums that can help the brand address huge masses.

Despite the digital revolution in the marketing world, billboards have still remained one of the most effective mediums as they trigger the first step of purchasing behavior by attracting the prospecting customers' attention.

By placing billboard advertisements that show different sections of its wide product range on the most crowded streets and squares of Armenia, Azerbaijan, Belarus, Georgia, Moldova, Russian and Ukraine; Petlas aims to reach a large and diverse audience consisting of drivers, passengers and pedestrians to increase brand awareness in this market.

Sports venues are a great way of addressing to the target audience, too. Through sports marketing activities in Greece, Petlas brand was introduced to thousands of spectators on the stands and tens of thousands of fans watching the games on live broadcasts.





MARKETING ACTIVITIES IN EUROPE

Germany, France, Austria, Romania, Kosovo and Northern Cyprus

Our distributors in European countries continue installing Petlas sign boards and flags at their shops and warehouses. We are proud to be supporting our dealers in their endless efforts to promote our brand in their countries.



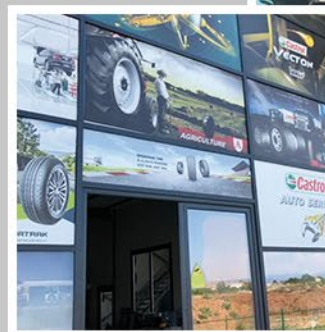
Germany



Austria



Northern Cyprus



Kosovo



PETLAS ADS MOVING IN THE STREETS

Romania, Austria, Afghanistan, Germany, Northern Cyprus

Vehicles of different types, carrying the logo and designs of Petlas can now be seen travelling in different parts of the world.

Building-up and maintaining a high level of brand awareness among our current and potential customers have always been a huge part of our journey to outperform our goals on international sales volumes.

As a part of our attempts to have our brand more visible among the public, we have supported our dealers to have some of their vehicles wrapped with our eye-catching promotional designs.

By this type of outdoor marketing activities, we aim to have the vehicles wrapped in our brand stand out in the crowd to make a great first-impression. By being mobile all day, these vehicles are expected to grab the attention of the public and create endless lead opportunities.

Afghanistan



Kabul

Austria



Vienna

Romania



Bucharest

Germany



Berlin

Northern Cyprus



Nicosia



PETLAS WAS IN PARIS FOR SIMA 2019

Petlas welcomed its guests on its booth in SIMA Show, one of the leading agricultural trade fairs of Europe which took place in Paris between 24th and 28th of February. The five-day event was literally a gathering point for professionals in agriculture business with exhibitors from 42 countries competing to attract 232.000 guests from 135 countries.

Thanks to the outstanding traction capabilities along with the durability, comfort and fuel efficiency features they offer, Petlas agricultural radial tires became the center of attention since the first day of the show. The star of the Petlas' booth was definitely the brand new PT-TRAC, an agricultural tire the company unveiled for the first time in SIMA. Offering the extraordinary benefits of groundbreaking CupWheel technology, such as extremely low soil compaction and accuracy of traction, the new tire collected positive feedback from the guests. Early reviews claimed that PT-TRAC proved once again that Petlas is firmly dedicated to change the agricultural tire landscape of Europe.

It was not only the agricultural tires that Petlas showcased in the fair. The company demonstrated its capability of providing a wide range of tires, specifically designed and developed for the diverse needs of professionals in different industries by exhibiting industrial and TBR tires on their booth.

Petlas will keep attending to some of the most significant international trade fairs to reveal the diversity of its product range, being expanded even further day by day with cutting edge technology and a great emphasis on innovation.





PETLAS' BOOTH SHINED AT AUTOPROMOTEC EXHIBITION IN BOLOGNA, ITALY.

Petlas welcomed European visitors at its booth at Autopromotec Exhibition, which was held between 22nd and 26th of May in Bologna, Italy.

Gathering more than 120.000 sector professionals, the fair is considered one of the most significant events in Automotive Aftermarket industry and Petlas has attended this exhibition for the fifth time since 2007.

In its 84 m2 stand, the company showcased a selection of its latest and most popular tires for passenger cars, 4x4-SUV's, light trucks, trucks, buses and agricultural vehicles. "The fair was a huge opportunity for us to promote the broadness of our product range to European market" said Mr. Oguz Ay, International Sales and Marketing Director of Petlas, "and our booth literally became the gathering point of professionals from different industries and fields."

PT-TRAC, the innovative agricultural tire that the company introduced in Paris three months ago had once again the leading role. Offering the benefits of the groundbreaking CupWheel Technology and the superiority of Petlas' special TA110 pattern design, PT-TRAC grabbed the attention and admiration of European visitors with its extraordinary sidewall structure and outstanding features.

As the main concept of this year's event was determined to be the reflections of the recent technological revolutions on the sector, Petlas' commitment to R&D and innovation and determination to develop technologies that meets the changing demands of the customers is expected to be highlighted by European consumers.





PETLAS TIRES WERE IN THE SPOTLIGHT AT AUTOMECHANIKA DUBAI, UAE.

Petlas participated the Dubai issue of Automechanika Exhibitions for the sixth time in a row in this year, since the exhibition has been perceived as an important international platform by the company for a long time.

The 3-day exhibition has been one of the most significant events in automotive aftermarket industry for 17 years now, and it brings together more than 1800 exhibitors from 60 countries with nearly 30 thousand visitors from 146 countries. Due to the location advantages of the host country and city, Automechanika Dubai Exhibition has become a trade hub of not only Middle East countries, but also African countries along with CIS and Asia Pacific markets.

Petlas stand was once again at the center of attention with the scope of the company's product range from passenger cars to light trucks, from agricultural tires to trucks and buses and even to military vehicles.

With the help of numerous meetings with existing and potential customers, Automechanika Exhibition is believed to have proven its importance in promoting Petlas products in MEA, Africa and CIS countries by informing prospecting buyers about their quality and features.





PETLAS SHOWCASED ITS BROAD PRODUCT RANGE AT THE WORLD'S BIGGEST AGRICULTURAL TRADE FAIR

Agritechnica, the biggest agricultural exhibition in the world accepted visitors between 10th and 16th of November, and pioneer tire manufacturer of Turkey featured a selection of its agricultural, industrial and TBR tires.

Petlas proved it was more than ready for the challenges this year's edition of the Agritechnica Exhibition raised. The 7-day event has been shaping the future of agricultural operations by exhibiting the trend-setting new ideas and innovations for more than 3 decades and Petlas was there once again to showcase a large selection of its product lines designed and developed for a wide range of operations and vehicles. Known as the "main event" for agricultural operators, the trade fair brought 2850 exhibitors together with more than 450 thousand visitors from 130 countries.

"It was still exciting to be here in this venue for our fourth appearance in Agritechnica" said Oguz Ay, International Sales & Marketing Director of Petlas "and had the chance to introduce our capability and enthusiasm to offer perfect solutions for every need and demand that tomorrow's sustainable agricultural production trends create."

The company featured a selection of some of its best solutions for agricultural production and industrial operations along with truck and bus tires developed for highway, regional and off the road use.

POWERFUL, YET GRACEFUL

PT-TRAC, the game-changer innovative tire that has been anchoring the booths of Petlas at previous exhibitions held throughout 2019 was once again the star of the stand. The new tire offers the benefits of the paradigm-shifting CupWheel

technology. With its innovative approach to creating highest quality agricultural tires, the company aims to contribute to the profits of producers by helping them decrease fuel consumption and protect their precious investments and thus, become one of the pioneer companies that shape the future of the industry.

BRING THE POWER TO THE FIELD

Two different patterns from the radial agricultural tire line of Petlas were also available in the company's booth. Engineered to match the dynamic characteristics of today's high power tractors, these tires have a fine reputation on transferring the whole power and potential of the vehicles to the ground without compromising from long term yield and fuel efficiency. Both patterns, the latter of which also has Improved Flexion (IF) options, offer ultimate durability and demonstrate excellent self-cleaning features. The radial agricultural tire family of Petlas proudly offers tires for various operations and vehicles along with two additional patterns that are not being exhibited in the booth: TA120 which is designed for row crop operations and sprayers and TA130 Agropower which is developed for harvesters.

As a result of the continuous development approach of the company, the radial tractor tire family is constantly being expanded with the additions of new sizes and upgraded with the improvements in load capacities of existing sizes.

Apart from its agricultural tires, the company also exhibited four different patterns to represent its TBR tire range along with one R4 tire among its wide OTR tire range. In short, Petlas' determination and capability to offer perfect solutions for various applications and vehicles was highlighted at this year's Agritechnica Exhibition.





PETLAS WAS ON TOP OF THE SAND DUNES OF TUNISIA

Shukri Agouf, Libyan pilot supported by Petlas won the long anticipated desert race, Fenek Rally. The successful performance demonstrated by the experienced driver gained wide appreciation and praise from racing authorities.

The five-day-event that took place among the picturesque sand dunes of Tunisian deserts between 6th and 10th of October urged the pilots to pull-off their best performance with extreme weather and terrain conditions. Drivers from France, Italy, Spain, UAE, Tunisia and Libya had to employ a perfect combination of vehicle control, advanced driving techniques and orientation skills along with mental and physical endurance to be able to complete the race. Attracting professional and amateur racers in many different categories from motorcycles to cars, from buggies and quads to SUV's and trucks, Fenek Rally has long been a true hub for racing enthusiasts.

At the end of this challenging race, 35 year old Libyan driver Shukri Agouf added another victory to the extensive number of international racing trophies in his collection. "Being supported by Petlas meant a lot to me" said Mr. Agouf in his victory speech, "and it's great to have such companies that support drivers to pursue their dreams." The Libyan pilot and his navigator Abdullah Gamoudi claimed in several interviews they delivered in national media that they were both pleased to be promoting the exceptional performance of Petlas tires and their durability that perfectly fits in the demanding weather and road conditions of Northern Africa.

Petlas Tires intends to keep supporting racing events and contributing to the success of young and eager pilots in order to improve its recognition among racing enthusiasts and to promote the spirit of adventure as well.





PETLAS SUPPORTS THE PASSION OF RACING

The final phase of 2019 Northern Cyprus Rally Championship was completed on 16th of November, with the Ovgoroz Rally and Petlas sponsored Mr. Oktay Çocuk and Hüseyin Çocuk, the young pilots who participated the race in First Class with their Mitsubishi Lancer Evo X.

The 6th and last stage of the rally championship is known with the extreme bend turns which requires continuous shifts of acceleration and brake along with various terrains to be run in a single track. The route was determined to uncover the best in the pilots in terms of talent and mental toughness and the Kantara stage in particular was the main challenge of the race with its extreme muddy terrain right at the starting line.

The event was a great opportunity for Petlas to not only share the thrill of the race but also to promote its brand image by improving the brand's visibility among thousands of racing fans gathered together alongside the racetrack. We will keep inspiring young pilots around the world to reach new highs in their careers and fulfill their potentials.





PETLAS INTRODUCED ITS GAME-CHANGER AGRICULTURAL TIRE:

PT-TRAC

Leading Turkish tire manufacturer Petlas launched its new tire, PT-TRAC which offers the benefits of the paradigm-shifting CupWheel technology. With its innovative approach to creating highest quality agricultural tires, the company aims to contribute to the profits of producers all around the world by helping them decrease fuel consumption and protect their precious investments.

The new product proves capable of this, as it provides an extremely wide footprint by gently touching the ground without damaging the roots below the surface. Thus, possible negative effects of soil compaction on long-term yields are avoided by the even distribution of pressure.

As Oguz Ay, International Sales and Marketing Director of Petlas stated, "PT-TRAC is yet another indicator that proves the dedication of Petlas to anticipate and fulfill the needs and emerging demands of our consumers. Here at Petlas, our customers' satisfaction is always at the core of our innovation strategy."

Combining the advantages of this recent technology and the superiority of Petlas' unique pattern design TAI10, the new tire transfers full vehicle power to the ground by decreasing slippage and boosting drag force. This in turn, leads to significant improvement in efficiency in terms of performance and fuel consumption.

The smoother ride that PT-TRAC offers not only enhances comfort, but also ensures consistency on traction which is crucial for precision of rowing and spraying operations. The tire demonstrates excellent durability features by uniting the extraordinary sidewall design and the special tread compound engineered for outstanding durability and resistance against wears.

Stating that PT-TRAC will be showcased at leading exhibitions in agricultural tire sector, Mr. Ay concluded "As a part of our determination to providing our customers with the benefits of the latest technologies, we will keep expanding our already extensive product range."





PETLAS TBR RANGE OFFERS A PERFECT SOLUTION FOR EVERY CHALLENGE

PETLAS HAS ALWAYS BEEN PROUD OF THE SCOPE OF ITS PRODUCT RANGE. TRUCK AND BUS FLEETS ARE NO EXCEPTION.

Through a customer-oriented product development approach, Petlas Tire corp. has a well-earned reputation for creating tires that users can rely on. As a part of their systematic expansion of product portfolio, Petlas invested in manufacturing Truck and Bus Radial (TBR) tires in 2010 and from that time on, the company keeps adding new pattern designs and new sizes to its comprehensive range of TBR tires.

"It is a tough job to cover such an immense area without losing focus", says Mr. Oguz Ay, International Sales and Marketing Director of Petlas, "It takes decades of dedication, accumulating know-how and the commitment of more than 3800 people, working hard in our 2 million m2 production facilities to make sure we offer a special solution for each and every operating condition imaginable."

Petlas TBR range indeed, proves capable of providing tires for a wide spectrum of operations. The company utilizes more than four decades of experience and know-how to have a clear picture of the challenges that fleets and professionals from various areas are facing. Petlas offers specialty tires for specific purposes and conditions, welding these insights with the latest production technologies.

DRIVE YOUR BUSINESS FURTHER

The long haul TBR tire family of Petlas offers extended mileage with trouble-free and economic kilometers. The low rolling resistance ratings of the tires translate to maximum fuel efficiency. This is to say, these tires not only save money, but also protect the environment.

While SH100, SH105 and SH110 patterns provide precise handling for especially steer axles, RH100 and RH100 Plus patterns are designed for the drive axles to transfer the whole vehicle power to the road safely and

effectively. The drive axle patterns offer perfect acceleration and braking grip where keeping traction and grip matters the most. NH100 and NZ300 patterns on the other hand, offer a stable drive for trailers carrying excessive amount of loads. With the help of the special compound mixture, they avoid uneven wear which in turn, helps the tires keep their excellent features and quality during their whole service life.

When used in trucks and buses; SZ300, RZ300 and NZ305 patterns are capable of confronting the challenges of changing climate and road conditions in regional operations by providing a perfect balance of mileage, durability and comfort.

Majority of these tires have M+S marking on their sidewalls, indicating suitability for year round usage, which guarantees peace of mind for drivers on all road and weather conditions.

ENDURE THE ROCK, ENJOY THE ROAD

In addition to the highway and regional transport, Petlas also develops combined solutions that withstand the -almost- conflicting challenges of on and off road use.

The mixed service tires, -namely SC700, RC700 and NCW710- let the trucks keep going further even when the road is over by offering features fitting in two completely different worlds in a single tire.

The mixed service tire family of Petlas ensures excellent mileage, comfort and low rolling resistance for road use while simultaneously providing extraordinary resistance against cuts and chips along with excellent self-cleaning features to improve grip on site conditions. In addition to these tires which are designed for 20% off-the road and 80% on-road use, there is also another pattern, RM905, which is specifically developed for 80% off-road operations.

REGARDLESS OF THE WEATHER, NEVER MISS THE SCHEDULE

The Urban series, designed particularly for urban bus fleets complete the TBR range of Petlas. With SU500, SUW500 and RUW500 patterns, arriving the destinations on time is guaranteed in any weather condition. The tires not only avoid delays in the bus schedules, but also offer ultimate durability against recurring contacts with the curbs. Traction is never lost when frequent brakes and acceleration is required. The special tread design and compound mixture enhance the tires' durability while the bus moves among different road surfaces from asphalt to cobblestone.



RH100

RC700

SU500

BEYOND THE SERVICE LIFE

The TBR range of Petlas offers ultimate cost effectiveness for fleet operations by reduced rolling resistance, but the tire does not stop contributing to the profits of the fleets even when its service life is over. The robust carcass structure makes Petlas TBR tires suitable for retreading multiple times. Thus, the customers can keep using these tires for a second or third round with the same casing, which in turn, reduces the cost per kilometer even further. In short, the users of Petlas TBR tires will enjoy an economic, precise, safe and comfortable drive throughout the tires' lifetime and beyond.





PETLAS BELIEVES THAT THE FUTURE OF AGRICULTURAL TIRES WILL BE DRIVEN BY HIGH FLEXION TECHNOLOGY.

To meet the changing demands and comply with the new production methods and trends, new and heavier machinery are introduced to the agriculture market every day. The ongoing change in the agricultural business landscape necessitates tire manufacturers to introduce solutions to emerging challenges.

Petlas Tire Corp, the leading agricultural tire producer of Turkey keeps fulfilling the needs of its customers from all around the world by keeping up with the latest developments in the industry. For the company, IF (Improved Flexion) and VF (Very High Flexion) tires will be the main factor that will define the future of agricultural machinery industry.

"The importance of long term yield is being highlighted more than ever now", says Oguz Ay, International Sales and Marketing Director of Petlas, "protecting the soil along with the roots and seeds has recently become the primary function of agricultural tires. This, in turn, improves the long term yield of farmers and ensures a better return on investment."

Petlas offers 2 different size of IF tires with the company's acclaimed agricultural radial pattern, TA130: 600/70 R30 and 800/70 R38. These tires are specifically developed to protect what really matters for the farmers and they offer the benefits of IF technology by providing a way larger footprint compared to traditional tires, which translates into less soil compaction and a better protection of the soil. TA130 IF series achieve this by carrying the same amount of load with up to 25% less pressure. Besides, they increase the contact area of the tire and thus, significantly improve traction and drag force. In addition to providing outstanding performance without compromising the good condition of the soil and the produce, TA130 IF series also ensure stability during operations where precision really matters. As a part of the company's ongoing investments in this technology, Petlas has begun working on developing four new IF (Improved Flexion) sizes: 650/60R34, 650/65R34, 710/75R42 and 650/85 R38.

Petlas' Very High Flexion (VF) radial trailer tire HLT-45 on the other hand, proves capable of carrying 40% more load with the same pressure, compared to traditional tires. This capability means extraordinary levels of fuel efficiency as it drops the number of transportation cycles drastically. Another feature that the users will benefit is that VF tires remove the need to change the pressure of the tires while moving from the field to the road as they can operate with much higher speeds than ordinary tires with the same pressure. With literally no need to change the pressure, users will gain a lot of extra time to dedicate to produce or carry more and more crop. With the strong carcass and reinforced sidewalls, HLT-45 ensures a long service life to offer maximum value for the farmers' investments. Petlas currently offers one size for this tire, 285/70 R19.5 and the company's short term plan is to broaden the VF tire range by adding in the following new sizes: 380/90R46, 480/80R42, 480/80 R46, 520/85 R46, 480/80 R50 and 710/70 R42.





PETLAS INTRODUCES NEW RUN FLAT SIZES FOR ITS ULTRA-HIGH PERFORMANCE TIRE:

PT741

Petlas Tire Corporation introduced its first Run-Flat tire more than 4 years ago, and the research and development process dates even further back. The company continued investing in R&D and infrastructure to keep offering new Run-Flat tires among several patterns since then.

As a result of this continuous dedication to create utmost quality options for their customers, the Turkish manufacturer introduced 7 new Run-Flat sizes for its ultra-high performance pattern, namely, PT741. Specifically designed for ultimate performance, PT741 offers an excellent combination of performance, comfort and safety.

Some sizes among the vast range of PT741 pattern tires have Run-Flat feature, which means that these tires have the capability to resist the effects of deflation even when punctured. With the help of their reinforced sidewalls, Run-Flat tires can continue supporting the vehicle even when the pressure is lost. Petlas Run-Flat tires proved capable of reaching a distance up to 200km without having any integrity problems. In addition to its advantages of easing the mind of the drivers and helping them keep moving to get back home or a tire repair service, Run-Flat technology also dramatically improves driving safety by avoiding loss of steering control in case of a sudden loss of pressure.

With the introduction of nine new sizes (215/40R 18, 225/40 R18, 275/40R 18, 225/35 R20, 245/35 R18, 275/35R 18, 285/35R 18, 285/35 R19 and 275/30 R20), the number of Run-Flat PT741 sizes have reached up to 31:

195/55R 16	205/55R 16	225/55R 17	205/50R 17
225/50R 17	245/50R 18	225/45R 17	225/45R 18
245/45R 18	245/45R 19	225/40R 19	245/40R 18
245/40R 19	245/40R 20	215/40R 18	255/40R 18
275/40R 18	275/40R 19	225/35R 20	245/35R 18
245/35R 19	245/35R 20	255/35R 18	255/35R 19
275/35R 18	275/35R 20	285/35R 18	255/30R 19
255/30R 20	275/30R 19	275/30R 20	

As the Run-Flat tires of Petlas gained attention and received positive feedbacks from customers, the company projects expanding its run-flat portfolio by introducing the following sizes in the near future:

275/45R 18, 275/35R 18, 245/30R 19, 285/30R 19, 285/30R 20





PETLAS UPGRADES ITS TBR TIRE RANGE BY INTRODUCING

NEW SIZES OF SH100 AND RH100 PATTERNS

Through a customer-oriented product development approach, the leading Turkish tire manufacturer Petlas has a well-earned reputation for creating tires that users can always rely on. As a part of its systematic expansion of product portfolio, Petlas added new sizes to its SH100 and RH100 tire families to make these patterns suitable for a broader range of vehicles and applications. As Mr. Oguz Ay, International Sales and Marketing Director of Petlas points out, “the company utilizes more than four decades of experience and know-how to have a clear picture of the challenges that truck and bus fleets and individual truckers are facing and to offer perfect solutions for each and every one of these challenges.”

SH100: PERFECT STEERING AND GRIP ON WET AND SNOWY ROADS

SH100 pattern was developed to be used on all axles of buses and at steer or non-powered secondary axle of trucks. The model offers perfect grip and reliable braking distance thanks to the sipes on its z-shaped circumferential blocks. The optimized tread design provides ultimate resistance against irregular wear by distributing the pressure equally under heavy load.

With the 5 sizes that are recently introduced (245/70 R19.5 (136/134 M), 245/70 R19.5 (141/140 J), 265/70R 19.5, 285/70R 19.5 (146/144 L) and 285/70R 19.5 (150/148 J) the number of available sizes for SH100 pattern has reached up to 7.

RH100: EXCEPTIONAL TRACTION ON DEMANDING WEATHER CONDITIONS

The Turkish manufacturer added one new size (265/70 R19.5) to its drive-axle pattern, that brings perfect traction and fuel efficiency together. The block array is specifically developed to generate numerous road adherence points which in turn, provide perfect traction on asphalt. Besides, the optimized tread depth and inter-connected block structure increases the tire's lifespan. With the introduction of the new size, Petlas now offers 6 different sizes of RH100 Pattern.

DRIVE YOUR BUSINESS FURTHER WITHIN AND BEYOND THE TIRES' SERVICE LIFE

“Both patterns offer extended mileage with their special tread compounds.” says Mr. Oguz Ay, “The low rolling resistance ratings of the tires translate to maximum fuel efficiency. This is to say, these tires not only save money, but also contribute to the protection of our environment.”

Both SH100 and RH100 patterns carry M+S and 3PMSF markings on their sidewalls indicating perfect performance on mud and snow to meet the performance criteria to be considered suitable for demanding weather conditions.

According to Petlas, these patterns do not stop contributing to the profits of the fleets even when their service life is over. The robust carcass structure makes SH100 and RH100 suitable for retreading multiple times. Thus, the users will be able to keep using these tires for a second or third round with the same casing, which in turn, reduces the cost per kilometer even further.



RH100

SH100



ALL YOU NEED TO KNOW ABOUT

THE EU TIRE LABEL

Carrying an EU tire label is mandatory for every tire being sold in the European Union. To purchase the perfect tire for the specific weather conditions, driving preferences and the vehicle dynamics, it is extremely useful to take a look at the EU labels. But before that, one should clearly understand what each letter and symbol on the label depicts. We have gathered all that is needed to be known about the EU label below:

On the 1st of November 2012, European Union declared that a standard tire labelling was going to be mandatory on the tire itself for all tires produced after June 2012 and for all tires sold after November 2012 throughout Europe.

That regulation's aim is to reduce fuel consumption in a long term while providing road safety. The regulation enables consumers to make better choices when buying new tires. With this regulation, some important safety and environmental information about the tire can be found on the labels. The regulation obliges tire manufacturers to declare fuel efficiency, wet grip rating and external rolling noise performance for C1 (PCR), C2 (LTR) and C3 (TBR) tires.

How does it look like?

The label is similar to those energy labels already used for house appliances like washing machines, dishwashers and fridges.

The EU tire labeling system focuses on three criteria:

Fuel Consumption: This indicator is related to the rolling resistance. By reducing rolling resistance, the friction level decreases and tire consumes less fuel.

Fuel efficiency is rated from A to G on a color-coded scale.

-A (green) = highest fuel efficiency rating

-G (red) = lowest fuel efficiency rating

-Rating D is not used for passenger cars and light trucks. D is used for truck and bus tires.

Wet Grip: This is one of the most important safety characteristics of a tire. Tires with good wet grip rate offer shorter braking distance on wet roads.

Wet grip is rated from A to F:

A = highest rating

F = lowest rating

Ratings D and G are not used for passenger cars, 4x4&SUV and light truck tires. D is used for truck and bus tires.

Noise Level: Noise level is generated by the tire is expressed in "waves". A black wave indicates the lowest noise level while three is the highest.

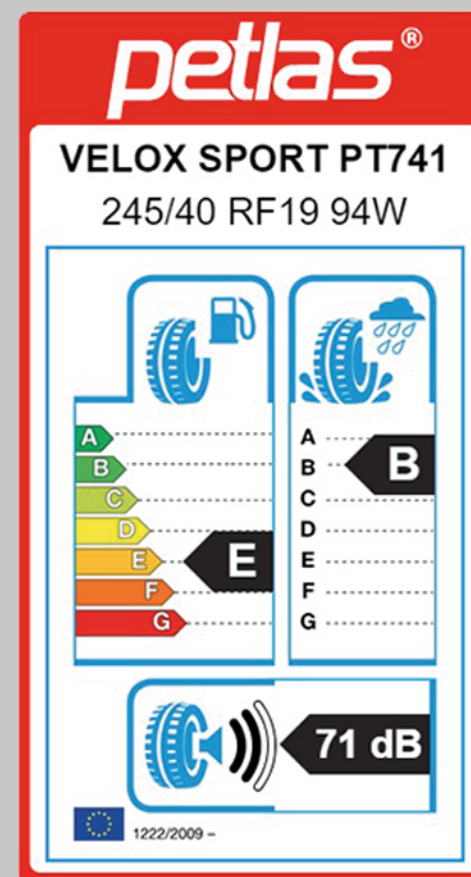
How much can be saved?

The difference between an A and a G rating is an approximately 7.5% to 9% decrease in fuel consumption. The exact amount of gain in fuel efficiency depends on the vehicles and driving conditions.

If you drive a typical passenger car travelling 25.000 km per year (10.000 km urban, 15.000km inter-cities), you can make a saving of €170 to €230 fuel consumption per year. As the best performing tires will be more costly (additional €240 to €320), it is in the second year that you will have net savings - between €100 and €140.

-If you drive a big passenger car (consumption of 10 lit/100km) with high usage (10.000 km urban and 25.000 km highway per year), you can reduce fuel costs even more: €450 per year. Considering that the price of a better tire would be higher (additional €240 to €320), you will have saved between €130 and €210 already during the first year.

-If you drive a van which travels 40.000 km per year (20.000 km urban, 20.000 km inter-cities), a reduction of €290 to €360 per year in fuel costs can be achieved. With additional tire costs of €280 to €360, break-even point will already be within the course of the first year.



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