



NEWSLETTER / VOLUME 6

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## PETLAS IS PREPARING FOR A GIANT INVESTMENT in 2021...

**Petlas successfully exports a wide range of tires to 115 countries from Turkey to the world and is now geared up to increase exports despite the Covid-19 pandemic that impacted production negatively.**

With the latest capacity increase in 2021; Petlas goal is to become the world's largest tire factory with its broad range of tires for passenger cars, SUVs, light truck tires, bus tires, agricultural, military, and aircraft tires produced all under one roof. Petlas exported to 115 countries including the USA, Germany, England, Brazil, and Spain.

The tire industry was under the influence of COVID-19 as in all other sectors, and export figures fell in the first quarter of 2020 when many countries closed their borders. With its right investments, Petlas has already made a fresh start in the new year, and the company setting its goals and creating a long-term digital marketing strategy

for 2021. PETLAS is planning to increase its capacity by 15 percent within a year with an investment of 80 million US dollars.

Petlas is focusing on producing high-quality tires that are tailored for international markets. Besides, Petlas is not just focusing on quality tires, but it also focuses on %100 accuracy in tracking and tracing with faster delivery.

Petlas will continue its manufacturing activities without interruption. Petlas aims to continue to make the right investments and increasing its production capacity by building brand awareness while strengthened Petlas's growth momentum.



**Petlas Kırşehir Factory**





## PETLAS CONTINUES ITS GROWTH-ORIENTED INVESTMENTS IN THE US MARKET.

Turkey's first and foremost tire brand Petlas, focuses on exporting its high performance and quality range of tires worldwide and making an important contribution to Turkey's overall economy. Petlas's quality tires are traveling from continent to continent carrying and providing a range of products to our worldwide client base. The international reputation of Petlas created a strong relationship in the US with its quality, high-performance tires and helping to increase consistent and steady growth in the world.

Petlas's dedicated R&D team works hard to develop and deliver high value-added, environmentally friendly, and fuel-efficient tires for the benefit of the global society. Therefore, enabling Petlas to achieve very successful performance in the US market, with nearly 3 times more sales revenue compared to the previous year's sales performance.

The United States of America has been among one of the most important markets in which Petlas has been operating for many years. With the positive effect of customer satisfaction in the US market increasing over the past year and creating a sense of intimacy and trust, PETLAS continues to develop smart digital solutions and increase the sense of trust by touching the holistic needs of all its customers.

In 2018, anti-dumping and subsidy taxes were imposed on truck/truck tires which are imported from China by the US. Before this implementation, the USA used to import 9 million tires from China in TBR tire groups and this figure corresponded to 75% of the total TBR tire imports of the USA. Petlas aware of this opportunity and increase its market share in the USA, investing over \$ 60 million, has become ready to supply truck tires to the US market in a short period of 6 months. The return rate of PETLAS's TBR tires is 0 percent in 2 years. In this context offers an extremely ergonomic product in terms of price/quality to provide benefits to its customer.

### SIZES

[295/75R22.5](#)

[295/75R22.5](#)

[11R22.5](#)

[11R22.5](#)

[11R24.5](#)

[11R24.5](#)

[295/75R22.5](#)

[295/75R22.5](#)

[11R22.5](#)

[11R22.5](#)

[11 R22.5](#)

[11 R24.5](#)

[255/70R22.5](#)

# EXTRAORDINARY PRECAUTIONS FOR EXTRAORDINARY TIMES

Since Covid 19 pandemic was initially identified in Wuhan city, in China, in January 2020, it has since begun to change people's living conditions, lifestyles, health, and more importantly the way people work. The vital importance of agriculture and animal husbandry during the pandemic process has been observed. In this period in which the agricultural lands, agricultural production and the population of rural areas are constantly decreasing, acknowledging the importance that agriculture possess has grown and this has brought the outcome of a significant increase in the agricultural product group.

PETLAS's first priority is that, as always, no employee is faced with any direct or indirect negative impact from this process. What is most needed in this period of all-out struggle is to ensure the healthiest sustainability of life and production. With this consideration, PETLAS has gradually implemented the highest level of measures from the very beginning. By following the developments instantly, we continue and will keep on implementing new applications and actions required by the situation. Managing the working capital in sales, export and supply processes is its top priority. Considering that the global giant companies have shifted a significant part of their production to China, especially during the pandemic process, PETLAS continues its activities without interruption and this is thanks

to 100% domestic production and technological infrastructure. Making the right investments, increasing the capacity provided for this process and having the brand investments that accelerate the conversion of this increase into value, strengthens the growth momentum of PETLAS.

The Covid 19 global pandemic has also generated a high demand for Petlas tires, especially agriculture tires. The increase in agricultural productivity required to meet the rapidly growing global demand for efficient food production has propelled the rise and need for agricultural tires. Petlas durable radial and bias-ply tire ranges have been in notable demand during this Covid-19 pandemic offering improved puncture-resistant and high-performance durability.

In ensuring the continuity of production, PETLAS stood by all the producers in the world and ensured that there were no problems.

As a result of the successful export performance of Petlas in 2020, it enabled its international sales turnover to catch up with the previous year, despite the global crisis.





## MORE INNOVATIVE AND MORE

# S U S T A I N A B I L I T Y

Petlas is a prominent and successful tire manufacturer in Turkey. Petlas' goal is to create tire products and services that approach a sustainable green mentality through the supply chain. These fundamental and indispensable Petlas tires are building a better relationship with our customer expectations and reducing consumption. To be a better steward for the environment, Petlas focuses on protecting the planet's limited supply of natural resources by reducing, reusing, and recycling materials. Sustainability and reducing both fuel and material consumption are the main priorities for Petlas. Petlas is honest and genuinely committed to green environmental issues to gain trust and successfully achieve customer respect and loyalty.

### **Petlas's Effective Green Marketing Strategy:**

Petlas have committed to creating a better future for our planet by discovering new technologies and innovation to become a world leader. In order to develop sustainable tire in an environmentally friendly way, Petlas focus on 3C effective Green Marketing Strategy: Customers: Green world has become customers' priority, so Petlas focus on customers to make them feel important. Communication: Petlas is a customer-centric business aiming to provide value to its customers by using green technology. Creation: Using the latest technology to produce fuel-efficient tires with a longer life and achieving sustainability are the most important aspects for Petlas.



Petlas is proud to introduce its new SUV tire sizes to the customers. Petlas's most fuel-efficient SUV tires are serving the world for a better environment.

### New Sizes/Patterns

|        |              |                         |
|--------|--------------|-------------------------|
| 255/50 | ZR20 TL 109Y | EXPLERO H/T PT431       |
| 245/70 | R16 TL 111T  | EXPLERO ICE W681 WINTER |
| 215/65 | R16 TL 102T  | EXPLERO ICE W681 WINTER |
| 235/50 | ZR19 103W    | EXPLERO H/T PT431       |
| 255/60 | R18 112H     | EXPLERO A/T PT421       |
| 225/65 | R17 102H     | EXPLERO H/T PT431       |
| 285/45 | ZR20 112Y    | EXPLERO H/T PT431       |
| 255/55 | ZR20 110Y    | EXPLERO H/T PT431       |

High-quality PCR tires are specially designed to provide superior durability, handling, and comfort. Undoubtedly, PCR tires are the most popular tires with their high performance. Petlas produces a wide range of tires that feature the quietest ride with long-lasting tread wear and dependability that you need.

|        |          |                     |
|--------|----------|---------------------|
| 225/35 | R19 88W  | VELOX SPORT PT741   |
| 205/60 | R16 92T  | GLACIER W661 WINTER |
| 205/60 | R16 92T  | GLACIER W661 WINTER |
| 255/30 | R19 91W  | VELOX SPORT PT741   |
| 255/30 | RF20 92Y | VELOX SPORT PT741   |
| 285/30 | R19 98W  | VELOX SPORT PT741   |
| 295/30 | R19 100W | VELOX SPORT PT741   |
| 295/30 | R20 101W | VELOX SPORT PT741   |
| 305/30 | R19 102W | VELOX SPORT PT741   |
| 305/30 | R20 103W | VELOX SPORT PT741   |

|        |          |                               |
|--------|----------|-------------------------------|
| 235/40 | ZR19 96Y | VELOX SPORT PT741             |
| 285/30 | R20 99W  | VELOX SPORT PT741             |
| 175/70 | R13 82T  | GLACIER W661 WINTER           |
| 175/65 | R14 82T  | GLACIER W661 WINTER           |
| 185/65 | R14 86T  | GLACIER W661 WINTER           |
| 185/65 | R15 88T  | GLACIER W661 WINTER           |
| 195/65 | R15 91T  | GLACIER W661 WINTER           |
| 205/65 | R15 94T  | GLACIER W661 WINTER           |
| 215/55 | R16 97T  | GLACIER W661 WINTER           |
| 205/55 | R16 91T  | GLACIER W661 WINTER           |
| 215/55 | R17 98T  | GLACIER W661 WINTER           |
| 225/55 | R17 101T | GLACIER W661 WINTER           |
| 185/60 | R15 88T  | GLACIER W661 WINTER           |
| 195/60 | R15 88T  | GLACIER W661 WINTER           |
| 225/45 | ZR17 94W | MULTI ACTION PT565 ALL SEASON |
| 195/65 | R15 95H  | MULTI ACTION PT565 ALL SEASON |
| 195/55 | R15 85H  | MULTI ACTION PT565 ALL SEASON |
| 185/60 | R15 88H  | MULTI ACTION PT565 ALL SEASON |
| 185/55 | R15 86H  | MULTI ACTION PT565 ALL SEASON |
| 225/40 | ZR18 92W | MULTI ACTION PT565 ALL SEASON |
| 205/55 | R16 91V  | MULTI ACTION PT565 ALL SEASON |
| 205/55 | R16 94V  | MULTI ACTION PT565 ALL SEASON |
| 175/70 | R14 84T  | MULTI ACTION PT565 ALL SEASON |
| 175/70 | R13 82T  | MULTI ACTION PT565 ALL SEASON |
| 175/65 | R15 84H  | MULTI ACTION PT565 ALL SEASON |
| 155/70 | R13 75T  | MULTI ACTION PT565 ALL SEASON |
| 165/70 | R13 79T  | MULTI ACTION PT565 ALL SEASON |
| 185/55 | R14 80H  | MULTI ACTION PT565 ALL SEASON |
| 245/45 | ZR17 99Y | MULTI ACTION PT565 ALL SEASON |

|        |          |                               |
|--------|----------|-------------------------------|
| 195/65 | R15 91H  | MULTI ACTION PT565 ALL SEASON |
| 185/55 | R14 80H  | MULTI ACTION PT565 ALL SEASON |
| 195/50 | R16 88V  | MULTI ACTION PT565 ALL SEASON |
| 205/55 | ZR17 95W | MULTI ACTION PT565 ALL SEASON |
| 195/45 | R16 84V  | MULTI ACTION PT565 ALL SEASON |
| 195/55 | R20 95H  | MULTI ACTION PT565 ALL SEASON |
| 195/50 | R15 82V  | MULTI ACTION PT565 ALL SEASON |
| 225/45 | ZR18 95Y | MULTI ACTION PT565 ALL SEASON |
| 225/45 | R19 96W  | MULTI ACTION PT565 ALL SEASON |
| 215/55 | ZR17 98W | MULTI ACTION PT565 ALL SEASON |

Long - haul TBR tires are designed to give drivers benefits, including high-loading capacity, excellent stable driving, fuel-saving, and outstanding water drainage. Eco-friendly TBR tires are providing superior rideability and unrivaled performance for the driver. While providing excellent traction, it also offers an outstanding grip.

|        |                 |                |
|--------|-----------------|----------------|
| 315/80 | R22,5 156/150L  | SC710 PLUS     |
| 285/70 | R19,5 150/148J  | PROGREEN NH100 |
| 295/80 | R22,5 152/148L  | SY800          |
| 295/80 | R22,5 152/148L  | RC700          |
| 275/70 | R22,5 150/148J  | SU500          |
| 385/65 | R22,5 164 K     | NZ300          |
| 12.00  | R24 160/157 K   | SC710          |
| 13     | R22,5 156/151 K | RM905          |
| 385/55 | R22,5 160 K     | NZ300          |





## SAFETY AND PEACE OF MIND WITH PETLAS MILITARY

# T I R E S

### **Petlas, take Actions with Trust!**

Petlas is a Turkish brand that was born in 1976 for supplying tires for the Turkish military forces. Petlas' Military tires with unique technology provide comfort and safety for the nations' military. Today, Petlas is proud to support military personnel with its high-performance and dependable military tires.

The ultimate performance patterns RM900 & RM910 offer an excellent combination of stability and safety. As a result of this continuous dedication to creating uppermost quality for its customer, PETLAS introduced RM900 & RM910 Mixed Service tires designed for military purposes, providing the vehicle ultra-high performance and driving safety in case of any damage causing the tire go run flat. With proper inflation, they provide significant benefits to support armed vehicles, such as ride comfort, handling, steering stability, and obstacle avoidance. Petlas' proven quality for military tires offers increased traction in mud, sand, and snow. Besides, impact and cut resistance properties help drivers to ride safely with peace of mind.

Petlas's special designs RM900 and RM910 combine mobility and damage resistance attributes. Those extraordinary military tires have a specially formulated rubber mixture that protects the tire from any damage like a puncture or leak.

Besides, Petlas' specially designed military tires support the vehicle to continue its journey no matter what the air loss scenario is. In other words, they can continue functioning even if the air in the tire is fully released in case of a puncture.

These tires can operate about 60 miles at a speed of 30 mph with zero air pressure if the tire suffers from a puncture even on harsh fields. Another advantage of this feature eliminates the necessity of carrying a spare tire in the vehicle offering space in the boot area. The absence of spare tire and tool kits also reduces the vehicle's overall weight, and inconsequently, increasing fuel efficiency





# RADIAL OTR TIRES

**Petlas continues its steady success in the tire industry. With its proven success Petlas is rapidly rolling out its OTR Radial Tires around the world.**

Petlas' OTR tires are designed for challenging harsh road conditions which can be construction work, tunnels, mining, quarries, and other job-sites with uneven surface conditions. Petlas OTR tires provide durability, better traction, cut and puncture resistance, stability as well as retreadability. In addition, Petlas's range of radial OTR tires comes with robust construction for better maneuverability capability. Petlas' heavy-duty performance tires are designed for graders, loaders and articulated dump trucks.

## Innovative Tire Design

Optimal footprint of Petlas Tires, one of the most important characteristics of a radial OTR tire, offers lower rolling resistance, lower heat generation, less slippage. Because of their strong carcass structure, PETLAS' OTR Tires offers increased protection against chunks, cuts, punctures as well as superior load capacity. The deep tread depth and special compounds provide steady traction and dependability.

Petlas' non-directional pattern with lateral and circumferential grooves promotes excellent self-cleaning on muddy surfaces while preventing traction loss.

Petlas is currently offering Ptx ND31, PtxRD31 - PtxRD31, Ptx L42, and Ptx L43 tread patterns in its radial OTR line for L2, E3/L3 and L3 applications. L4 and L5s will be coming soon.

**NEW** *Developments*





# JOY IN EVERY SEASON WITH ALL-SEASON TIRES

## Respectable Performance All-Year Round

Nowadays, all-season tires are the most popular choice for many drivers, because they do not require changing their tires frequently as seasons change. Besides, buying new tires may not be necessary if you live in a warm-weather country and do not see a lot of snow in the winter seasons.

## Offer Comfort in All Weather Conditions

All-season tires are a practical solution that provides a greater ability to cope with seasonal conditions throughout the year. Besides, these improved tires provide a combination of a smoother ride, decent handling, the most importantly better grip in wet conditions and relatively grip performance on snow. The wide channels on the tread ensure effective discharge of water whilst providing better grip and traction. On the wet road, hydroplaning appears because of summer patterns' footprints with lesser sipes, whereas designers add relatively more grooves and sipes to evacuate the water out and channel away from the contact patch. If you live in a climate that sees a lot of rain and seasonal temperature changes, an all-season model may be the best option.

## Long Tread Life

Most all-season tire models are specifically designed to offer a longer lifetime in comparison to their summer counterparts. It performs much better in different weather patterns including wet roads and light winter driving.

## Capable In Light Winter Conditions

All-season tires offer great traction in rainy weather and bare pavement all year long regardless of the season. The horizontal and vertical tire sipe patterns on all-season tires are designed uniquely to embrace more snow, and bite the ground by creating a wide serrated contact patch; however, they are not designed to handle deep snow and ice.

Features And Benefits Of Truck And Bus Tires  
Get a Grip on Tire Safety

Long-mile truck and bus tires are designed to cope with heavy workloads. Operating a large commercial vehicle can be difficult. For that reason, drivers need excellent traction in harsh terrain, including sand, rocks, and mud. The benefit of truck and bus tires is to offer superior traction which provides a safe road grip on difficult road surfaces. Whether you operate a large fleet or a bus, your tires need to provide a safe ride and the greatest performance at all times.





# FEATURES AND BENEFITS OF TRUCK AND BUS TIRES

## GET A GRIP ON TIRE SAFETY

Long-mile truck and bus tires are designed to cope with heavy workloads. Operating a large commercial vehicle can be difficult. For that reason, drivers need excellent traction in harsh terrain, including sand, rocks, and mud. The benefit of truck and bus tires is to offer superior traction which provides a safe road grip on difficult road surfaces. Whether you operate a large fleet or a bus, your tires need to provide a safe ride and the greatest performance at all times.

Let's highlight several features of the truck and bus tires:

- ▶ Increased load capacity
- ▶ Offer longer life span and more mileage
- ▶ Retreadability and dependability
- ▶ Steerability and Stability
- ▶ Excellent reliability and durability
- ▶ Provide ultra-strength and high wear resistance
- ▶ Superior traction confident handling

**NEW** *Developments*



A nighttime photograph of a city skyline across a body of water. In the foreground on the left, a large waterfall cascades down a rocky ledge. The city skyline in the background features several illuminated skyscrapers and a prominent tower on the right with a glowing top. The sky is dark with some clouds, and the water reflects the city lights.

SPIRIT OF ADVENTURE IN  
A M E R I C A



# GLAMOROUS CITY NEW YORK

America is well-known for its landmarks, from the Hollywood sign in Los Angeles, California, to the world-famous Statue of Liberty in New York, to name just a few.

America has 50 states, all with something unique and exciting to offer to make it the perfect vacation experience. A trip to America will be sure to leave you with some unforgettable experiences. However, if you aren't quite convinced enough, then we have all the information you need right here in this guide. So, buckle up, and enjoy this guide to countless reasons why you should visit American at least once in your life!

## It's a Melting Pot

We all know that the United States is home to many people from different backgrounds. Many who go to the U.S decide to settle and

have their own family, which makes the country home to people from different countries and cultural backgrounds. Considering that these people also have their own unique upbringing, there is no a single type of American. It is quite an extraordinary adventure for you to witness such a big country made up of people who have different and unique ways of living.

## The Hidden Gems

As a tourist, you may be tempted to visit only America's top cities, but there is a whole other America to discover, from the vast plains of the American Midwest to the forested country of the Northwest. America's small towns and rural communities are worth checking out. Each American state has its own unique culture and way of life, and if you listen, you'll hear many different accents throughout America. Take time to visit the communities along the Rocky Mountains or unique towns

like New Orleans or Portland and you'll see for yourself. You'll find many hidden gems and travel experiences to remember.

## The Scenery

This is largely overlooked when it comes to discussing the best reasons to visit America, but the scenery that the country has to offer will take your breath away. There are all kinds of different landscapes that it has to offer, from the world-renowned New York skyline to mountain ranges and miles of desert.

Nowhere else in the world would you find such a diverse piece of land that has so much to offer its visitors. If you enjoy being active while you are away, then a trip to the Zion National Park should not be missed. However, if you want to enjoy a picturesque sunset from the comfort of a sandy beach, then a visit to Venice Beach in California is a must!





A group of Whirling Dervishes performing a Sema ceremony in a dimly lit room with a wooden floor. The dancers are wearing white robes and tall, pointed felt hats, and their long, wide skirts are spinning out in a circular pattern. The background features a red wall with a decorative pattern of red hearts or flowers.

# MEVLANA'S L I F E



## **“WHAT YOU SEEK IS SEEKING YOU.” MEVLANA JALAL-AL-DIN RUMI**

Mevlana was a Famous Turk who was the Anatolian mystic, teacher, spiritual leader, and poet as well as the father of the Mevlevi sect. Mevlana’s real name is Mohammad Jelaeddin

Mevlana was born in the city of Belh which falls within the modern boundaries of current Afghanistan, where the Turkish tribe population was inhabitants at that time (30 September 1207). Bahaddin Veled who is Mevlana’s father was forced to leave the Balkh region in the year 1212 because of the political incidents and the approaching Mongolian invasion. While they were returning from a pilgrimage, Mevlana met Muhyiddin Ibn-i Arabi in Damascus city in Syria. Ibn-i Arabi saw Mevlana who was walking behind his father; and said “Subhanallah! “An ocean goes behind the sea.” On his way back home from the pilgrimage, they went to Damascus, and after Damascus, they migrated to Karaman in 1222 and lived here for 7 years in total. Baheddin Veled met with the Seljuk Emperor Alaeddin Keykubat when he was in Karaman. He kindly invited his family to live in the capital city of Konya. After that, Bahaddin Veled moved to Konya on the 3rd of May 1228 and started to build a new life with his family and close friend.

Mevlana was an intelligent kid who has the desire to learn, therefore he attended his father’s lesson at an early age to learn the spirit of God. Mevlana wrote his thoughts and ideas.

These thoughts came to us as ‘Mesnevi’ today. He completed Mesnevi between 1264 and 1268. While he was writing his Mesnevi thoughts, Mevlana, he also started giving lectures and sermons in the madrasah in the Konya which is known today as İplikçi Mosque. Mevlana summed up his life with these words “I was raw, I regretted it, I was burned”, and died on Sunday, December 12, 1273.

**I was smart yesterday, wanted to change the world;  
Today I am wise, I changed myself.  
Mevlana ‘ Museum**

The location of the Mevlana Lodge has a unique shape and construction which attracts tourists from home and from abroad every year. After Sultânü’l-Ulemâ died on January 12, 1231, in Konya, he was buried in his present grave. This burial is the first one in a rose garden in the lodge which is now used as a museum.

Mevlevî Lodge and Tomb was first opened to the visitors as a museum in 1926 under the name of “Konya Asâr-ı Afîka Museum”. Guests can enter the museum from the “Dervişan Gate”. The small stone washing fountain which is called the “Seb-i Arûs” is located in the middle of the courtyard, was built by Yavuz Sultan Selim in 1512, and, adds differentiates to the courtyard.

Life is breath, as much as you take ... Life is a cage, as much as you stay ... Life is a whim, as much as you dive ...  
Mevlana Jalal-al-Din Rumi



# OUTDOOR ADVERTISING PROJECTS AND MARKETING INITIATIVES

## PETLAS HIGH-PERFORMANCE TIRES TRAVEL IN GERMANY

### NAVIGATING THE BUSY STREETS

Petlas is rolling out its global initiative “Track of Trust” journey in Germany by utilizing its Brand logo and design on the taxis ensuring high visibility to all road users. The purpose of this journey for Petlas is to introduce its unique and quality tires to Germany. Indeed, the logo is designed to create a unique and memorable brand identity in customers’ minds.

Petlas has increased and maintained a high level of brand awareness by branding the taxis with Petlas logos and brand DNA that leads customers interested to make a journey with our tires. The goal of this journey motivates customers to aware of our

brand and connectivity with Petlas’s world. Petlas is not just introducing its quality tires, it also gets customers’ attention with its eco-friendly and fuel-efficient tires.

Petlas is one of the great tire brands which aims to inspire its customers with its success stories throughout time. To engage and influence with great advertising campaigns to enhance customers’ buying behavior.

Also, Petlas use promotion, price, product, and place effectively to influence customers’ decision-making process and stay in their mind permanently.

Navigate From the Australia Mountains to Beautiful Beaches in Greece with Petlas

Fantastic, colorful, symbolize safety, and keep memories alive.

**Australia, France, Greece**

Petlas has always believed in powerful advertising that not just influences the customer purchasing decision, it has also helped Petlas reach the peak. Petlas’s red and white color advertising board, amazing design, and innovative ideas are just the right words that can be used to describe the Petlas brand effectively. “Drive it” can be used for Petlas tires because the intelligent tires are strong and easy to drive. To be able to engage with the customers Petlas spells out the tantalizing words “Track of Trust”. Gaining customer’s trust and loyalty makes Petlas stand out in a crowd of competitors. Today, the successful tire brand Petlas has a great success story, it is around the world with its wide range of quality tires.





# BOSNIA HERZEGOVINA, MEXICO, SERBIA

## NAVIGATING THE BUSY STREETS

Petlas obtains powerful insights into all customer interactions and our sale team talks to each lead or customer on a very personal level. Focusing on solutions for its customers as the leader not only in tire but also in promotions in Bosnia and Herzegovina, Serbia, and Mexico, Petlas achieved a sustainable growth in exports in these markets and increased its net sales revenues compared to the previous year. People's attention. Most people spend the greatest amount of time driving each day, and billboards are there to draw their attention whether they are on the highway or alongside the major roads. The billboard has a unique form of "drivable" advertising that was visible to customers and seriously boosted our sales.

Petlas is promoting its brand and tires dynamically and creatively with its sharp and color billboard ads. With its innovative and creative billboard, Petlas make sure to excite and amaze every single customer. Petlas will continue to design new ideas, create new promoting activities to stay relevant, and reach customers. Petlas is now using materials in its manufacturers to take care of the world and leave a better environment for the future generation. Petlas is also leveraging technology to develop user-friendly tires for today and tomorrow.

## PETLAS' SUPPORT TO INTERNATIONAL FOOTBALL

Petlas successfully stay in people's mind with its world-class products.

An exciting match between Serbia - Turkey was played, on Oct,14,2020 in the UEFA Nations and ended in a draw. The match played without an audience due to the Covid-19 pandemic. During the covid pandemic, there are many people across the world still enjoying watching football matches and Petlas is there to take advantage of this opportunity for its marketing activity to reach out and expand its primary target audiences. Petlas also engages with its young audiences and gets the opportunity to connect with them by supporting football matches. Turkey's leading tire brand, Petlas, supports all sports events in achieving its business goal.

Carrying its support for football sport as well as communication, Petlas inspires large masses to increase its moral contribution as well as brand reputation. Besides, Petlas tires continue its activities to support sports and social development with its brand identity.

Advertising the Petlas brand through its sports sponsorship allows for endless creative possibilities to increase its brand awareness globally.

Watching a football match is an exciting experience for sports lovers, however, for Petlas dreams come true to advertise and promote its quality tires within the stadium.

Through its strength in the automobile industry with a wide range of tires, Petlas also dreams of assisting and supporting the Turkish National Football Team to win the world championship with Petlas' sponsorship campaigns.





**petlas**  
TRACK OF TRUST

[petlas.com](http://petlas.com)