



NEWSLETTER / VOLUME 5

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2020

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4-5

Petlas' Ongoing Commitment To Sustainability



petlas
TRACK OF TRUST

8-9

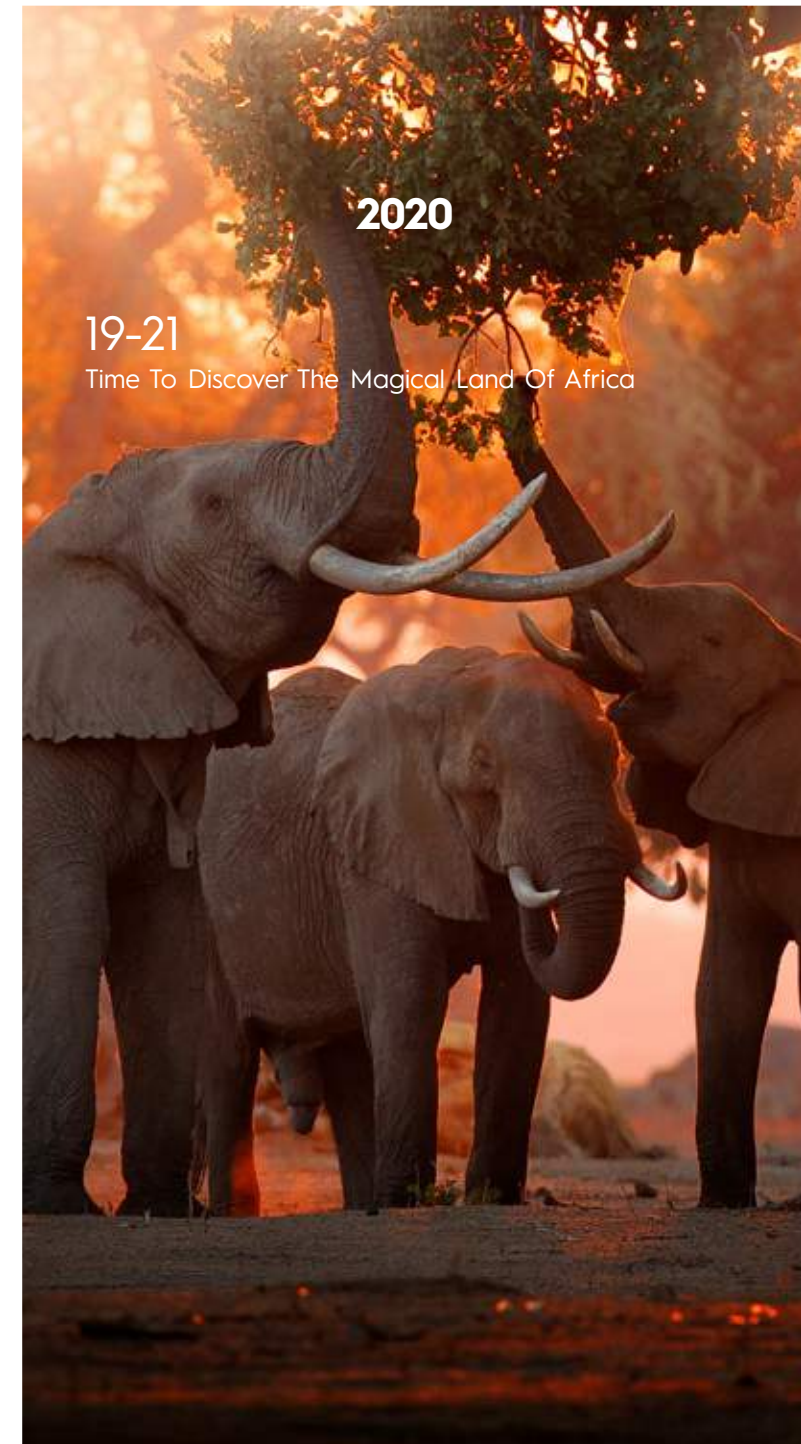
Glacier W 661



2020

19-21

Time To Discover The Magical Land Of Africa



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PETLAS' ONGOING COMMITMENT TO S U S T A I N A B I L I T Y

Petlas' story began with manufacturing military tires in the early 1980s to supply Turkey's tire needs for the defense industry. Petlas was privatized in 1997, but since 2005 has developed at an impressive pace and continues to develop and extend its product range. Petlas is the largest tire manufacturer in Turkey which focuses on safety, well-being and protection of the environment for sustainable development.



PETLAS' ONGOING COMMITMENT TO S U S T A I N A B I L I T Y



Oğuz AY

Director - International Sales and Marketing

Petlas International Sales & Marketing Director Oğuz Ay said: "It has been heartbreaking to see how COVID-19 risk effects tire industry, however, our team works hard to continue manufacturing tires to fulfill customers needs and demands in this tough period. Besides, thanks to our professional multilingual sales team, we have increased our sales productivity and performance in these turbulent times." According to the Istanbul Chamber of Industry 'Petlas is placed within the top 500 industrial enterprises in Turkey. The company leaves competitors behind and rises to the 98th spot in 2018. The company has kept increasing its production to export more than 120 countries around the world. Petlas exports of goods

provides competitive advantages for Petlas in the tire industry. Meeting customers' needs - from a passenger car tire to a military aircraft tire- is not easy to achieve, however Petlas focuses on customers' requests to become successful. Success brings a good reputation that leads to an increase in demand.

Petlas' goal is to produce green tires using less natural resources with by improving recycling. In addition, Petlas works hard to reduce the amount of waste, and decrease the environmental impact by reducing noise pollution.

In conclusion; Petlas Tire Corp. continues to use the latest technology to create affordable, reliable, and sustainable tires to meet customers' expectations. Benefiting from the wide product range, premium quality, fast delivery capability, and competitive pricing; Petlas is going to be mentioned more often in the global tire market in the near future.

increased to \$210 million in 2019. Petlas makes of its production with its own know how and produces tires for cars, SUV, Truck, Bus, Forklift, and more. In addition to this, our producers' mindset makes things easier to understand customers and distributors' needs and desires from Petlas. Besides, Petlas has a wide range of product capacity that



A Petlas tire is positioned in the center of the frame, appearing to sit on a dark surface. The background is a long-exposure photograph of a highway at night, with light trails from cars in red, blue, and yellow. Overhead bridge lights create bright, elongated streaks of light. The sky is a deep blue with some clouds. The overall effect is one of high speed and motion.

ENTHUSIASTIC DRIVE

PETLAS WIDE PRODUCT RANGE OFFERS A PERFECT SOLUTION FOR EVERY CHALLENGE

Driving with PETLAS makes the driver feel like a professional. One who has chosen PETLAS can use the real performance of the car within the speed limits and in the hardest road conditions without abandoning any safety and security concerns whilst enjoying the supreme comfort. PETLAS engineers, while designing our high tech tires they do not only focus on speed rating, but they also focus on acceleration, deceleration as well as combined twists and turns at high speed to keep the tires always on the surface whatever that surface may be.

STRATEGY

PETLAS focus on driver's expectation since 1976 based on its 3T's of Marketing Strategy

- Technology: We use the latest technology to reach customers' high level of expectations.
- Tire: We always think forward to create better performance, stability, durability, and economy that define altogether what a real tire should be.
- Trust: Drivers need to trust their tires that matter the lives of them and their beloved ones. They need to trust the manufacturer to produce the right tire for their needs and never fail to deliver their promises.

FOCUS AND SUCCESS

PETLAS is a tire manufacturer that has been on the market for over 44 years and continues developing an outstanding design for tires and innovative technology, offering a better road performance. Since our establishment in 1967, we continuously improve ourselves for becoming better. We get into customers' minds and we stay there as Petlas.

155/70R 13	185/60R 14	195/65R 15	215/55R 17	255/30R 19
165/70R 13	185/60R 15	195/55R 20	225/35R 19	285/30R 19
175/65R 15	185/65R 14	195/45R 16	225/45R 19	285/30R 20
175/65R 14	185/65R 15	205/55R 16	225/45R 18	295/30R 19
175/70R 14	195/50R 15	205/60R 16	225/65R 17	295/30R 20
175/70R 13	195/50R 16	205/65R 15	225/55R 17	305/30R 19
185/55R 14	195/60R 15	215/55R 16	235/40ZR 19	305/30R 20

Petlas has recently introduced its new PCR tire sizes to their customers. Petlas Passenger car tires guarantee excellent performance and durability.

Specially designed TBR tires are offering high resistance against cuts and tread wear. As you can see below of the new sizes of TBR tires which have already gained customer attention.

12R	22.5	295/80R 22	385/55R 22.5
275/70R 22		315/60R 22.5	385/65R 22.5
285/70R 19		315/80R 22	435/50R 19.5

255/45ZR 20	225/65R 17
255/50ZR 20	215/65R 16
245/70R 16	235/50ZR 19

Eco-friendly SUV tires provide a quiet ride and superior performance. We have designed SUV tires to be able to match your extreme requirements and desires to achieve greatness on the journey. Whilst we have challenged limitless performance needed by an SUV we have respected the stylish appearance that also matches your luxury pickup.

Our reliable and durable LVR tires, while providing excellent riding comfort also offers high-speed stability and maneuverability.

235/65R 16	205R 14 C
215/75R 16	215R 14 C
215/70R 15 C	175/65R 14 C

620/75R 26
800/65R 32

Petlas agricultural tires with the reinforced structure offer high resistance against punctures with its durability. Petlas gives priority to drivers' needs and requirements and focuses on those to provide the driver with the right tire. Petlas successfully won the customers' hearts and minds with this sensitive end-user expectation philosophy that leads our decision-making process. As Petlas family, we take every single review seriously and when receiving a positive review from satisfied customers we understand we are on the right path, and on the contrary case, we work harder to make drivers more happy.



NEW Developments

PETLAS UPGRADES ITS PCR AND TBR TIRE RANGE BY INTRODUCING GLACIER W 661, MULTIACTION PT 565 PATTERN AND RC 700 PLUS

GLACIER W 661

Petlas introduces its ultimate solution for extreme weathers.

Standing on the shoulders of more than four decades of expertise, the Turkish tire manufacturer Petlas is well known for their emphasis on continuous development. Distilling the accumulated know-how, Petlas rolled out a new pattern specifically designed to help drivers discover the hidden beauty of winter even under the most challenging weather and road conditions: Glacier W661.

WINTER IS BEAUTIFUL, EVEN WHEN NATURE IS WRATHFUL.

"Our R&D team has discovered a new way of enjoying the underestimated beauty of winter, the ones that only the harshest weather conditions may create." said Oğuz Ay, International Sales and Marketing Director of Petlas. According to Mr. Ay, uninterrupted and continuous mobility is the most demanded feature that today's drivers expect from a tire and the company puts a lot of thought in offering solutions that enable users keep moving regardless of the weather and road conditions. "When it comes to winter driving, reliability is the key" concluded Mr. Ay, "Drivers need tires that can help them navigate through life with a tranquil mind free of worrying about the surprises winter has in store. This new pattern will help us uncover opportunities to find new venues of growth and will depict our aspiration to create the feeling of ultimate "trust", which is embedded in the very fabric of our brand essence."

NEW Developments



GLACIER W 661

PERFORMANCE FOR THOSE ON THE ROAD, SAFETY FOR THOSE WAITING AT HOME

Glacier W661 ensures reliable winter driving and a controlled and safe feel by providing an excellent combination of grip and braking performance. The multi-faceted claws located between the blocks and shoulder provides a firm contact with the snowy or icy surface and transfer full acceleration and braking power to the road with relentless grip. The pattern not only creates additional gripping edges but also offers predictable and precise handling needed whilst changing lanes on the daily commute or a joyride through a route snaking its way into the scenery.

WHEN THE ROAD IS BLANKETED WITH SNOW, WATCH OUT FOR THE MONSTER BELOW

In addition to the tire's perfect snow performance, the multi-level block sides of Glacier W661 bites the icy surface with its teeth to guarantee persistent grip on icy roads, too. The pattern is carefully designed to avoid the treacherous risk of slushplaning with its transverse grooves. State of the art tread compound responds to varying weather temperatures to ensure same level of safety features whilst simultaneously improving longevity to maximize overall value per cost.

All these features come together to convey a reliable winter performance and a trouble-free mind.

DEVELOPED IN CENTRAL ANATOLIA, TESTED IN NORTHERN EUROPE

Glacier W661 is designed and developed in Petlas' production facilities in Kirsehir, located in the heart of Anatolian steppes which is known with freezing temperatures of continental climate. A long process of careful engineering and computer modeling was dedicated to the development

of this tire, however Petlas perfectly knows that the map is not the territory. The prototypes were tested at the in-house testing laboratories and the company's own test track as well. The results were enough to get the tire 3PMSF certified but Petlas took it several steps further to have the tire rigorously tested in the challenging weather conditions of Finland. And the test results proved that Glacier was capable of coping with the worst winter conditions on the planet.

The new tire is currently available in three sizes with reinforced sidewalls: 215/50R 17, 225/50R 17 and 225/45R 17 and Petlas is willing to expand the size range by offering 14 additional sizes ranging from 13 to 17 inch fitments.

FOLLOW YOUR DREAMS TO WHERE THEY COME FROM, NO MATTER WHAT THE WEATHER IMPOSES.

The same safety and comfort features are ready to hit the slopes on 4x4 vehicles and SUV's to keep beautiful winter memories within reach, as Petlas is planning to offer an adaptation of Glacier to 4x4's, SUV's and crossovers. This new tire, namely Explero Ice W681, can perfectly play with both feet, this is to say it fulfills the expectations of drivers who pursue a commanding performance in town and the spirit of adventure on outdoor expeditions.

With perfect snow grip, reduced braking distance and excellent wear behavior, Explero Ice is the perfect choice to turn the end of the road into the beginning of the journey.

MULTI ACTION PT 565

SAFETY TRAVEL IN MIND THAT PETLAS PROVIDE FOR YOU

Petlas is gearing up to launch PT 565 MultiAction – Its first All-Season Tire

Petlas is one of Turkey's largest, oldest, and leading tire manufacturers that have the design technology and manufacturing capability based on the distillation of know-how and expertise accumulated for more than 40 years. We are now proud to introduce our ultimate solution to keep roads safe in all weather conditions.

Petlas' policy aims to ensure safe driving in addition to sustainability. Our professionalist R&D engineers developed PT 565 with environmentally friendly characteristics thanks to its V-shaped block pattern, offering lower fuel consumption and CO2 emission as a result of lower rolling resistance.

PT565 ADAPTS DRIVING ACCORDING TO SEASONS

Naturally, after the snow and/or rainfall, drivers are more precautious about the capability of the stability of their vehicles. The experienced ones also know that their vehicles do not behave the same way when it is hot or cold. They have a question in mind: if they can use the same tires in all these physically different weather conditions.

NEW Developments



MULTI ACTION PT 565

ALWAYS ON ALL WAYS

Petlas' technology provides the answer: for all these different weather conditions between given limits, that is applicable for most of the geographic regions and climates, YES. The answer is MultiAction PT565 design that offers better grip and traction on dry, wet and, snowy surfaces with its optimized sipe density. Our high-tech. R&D staff focuses on designing and developing solutions to guarantee uninterrupted mobility in all road conditions.

KEEP YOUR DRIVING SMOOTH AND STAY SAFE IN ALL WEATHER CONDITIONS

PT565 ensures perfect traction for all weather conditions. PT 565 MultiAction's, optimized rubber compounds secure a perfect grip and offer a precise response to your car's stability on every road and in all conditions. PT 565 could be used the year-round without replacement need. Thanks to this capability, whilst saving the fuel cost, staying safe on the roads, the car owners also economize tire replacement costs between the seasons as well as the requirement of space to keep off-season tires. It offers comfort to drivers living in the areas experiencing variable weather conditions. Having a low void ratio, this tire design also provides pleasant ride quality on dry and increased grip on snowy surfaces. Our R&D team endeavor to produce the highest standard tires to make them ready for any weather conditions to meet customer expectations and needs in every aspect.

FEEL COMFORTABLE WITH UNIQUE DESIGN

According to Petlas, customer satisfaction as well as safety, reliability, and comfort, are among our core priorities. Petlas R&D engineers have created this All-Season Tire with a V-Shaped Grooved tread pattern to combine all these features. V-Shaped tread patterns provide excellent water and snow drainage. Another benefit of this remarkable drainage capability prevents aquaplaning by superbly draining the water out of the way. Another feature of this V- Shape Grooved design offering stability in high-speed driving, even on the snowy roads.

DEVELOPED IN CENTRAL ANATOLIA, TESTED IN NORTHERN EUROPE

Petlas PT 565 MultiAction is designed and developed in Petlas' production facilities in Kırşehir, located in the heart of Anatolian steppes which is known for the freezing temperatures of the continental climate.

PT 565 MultiAction, offering superior performance on dry and wet surfaces, proved its superior performance in harsh winter conditions through Testworld's tests at Finland facilities.

And the test results acknowledged that MultiAction PT 565 was masterly capable of coping with the all-weather conditions.



RC 700 PLUS

RC 700 PLUS - MIXED SERVICE TRUCK TIRES

NEVER GIVE UP WITH PETLAS

Petlas has just introduced its high-performance RC 700 Plus tires, offering high mileage and fuel efficiency for mixed service truck operations.

Petlas, one of the largest and the oldest tire manufacturer of Turkey, has been designing and engineering high-tech TBR Tires for over 10 years for the trucking industry. Petlas has just unveiled its RC 700 Plus pattern, improved from its RC 700 pattern design to better serve Off-Road trucker's needs. RC 700 Plus with 3PMSF and M+S symbols have more sipes adding more tracking and handling comfort in comparison to its RC 700 counterpart.

READY FOR HARSHER CONDITIONS

Petlas released the new "RC 700 Plus" in a mixed service truck tire range that offers exceptional tear-resistance and long tire life whilst providing the user with better durability and guaranteed multiple retread ability. 'We promise our customers strong and sustainable tires that can resist any incidental damage, with improved handling performance.' said Oğuz Ay, International Sales and Marketing Director at Petlas.

A newly-designed stone ejector located within the deep groove prevents stone holding. This unique hybrid design truck tire also provides an aggressive self-cleaning tread pattern even on muddy surfaces. Thus, Petlas developed and finally launched its RC 700 Plus truck tires to meet fleet's and job site's challenging expectation.



NEW Developments

RC 700 PLUS

PETLAS TIRES ARE ON THE WAY

Petlas developed an entirely new design RC 700 Plus which is a specially designed to withstand the rigors of the construction industry. RC 700 Plus was born in order to satisfy this specific demand for endurance, which means convenient for the tougher and unpaved road conditions, as well as to combine greater robustness with enhanced performance.

The condition of the road surface can change rapidly from smooth asphalt to concrete or from unpaved gravel to dirt roads. Even if the roads are gravel and dirty, the tread design of RC700 Plus reduces noise and provides a quiet ride. Thanks to innovative RC 700 Plus technology that provides comfortable driving and increased stability, the trucking industry in the construction world will experience a new horizon never seen before.

Besides, RC 700 Plus ensures excellent traction on unpaved roads, low rolling resistance with fuel-efficiency, while providing excellent cut and chip resistance. All in all, RC 700 Plus is a great choice for cost per mile for construction sites

PEACEFUL RIDES WITH PETLAS

Thanks to the versatility of RC 700 Plus, it helps meet all the requirements of the construction industry and operators who encounter unexpected road conditions in a daily pattern. RC 700 Plus eliminates noises, offer higher comfort as well as peaceful drive. 'We become successful in this journey with our professional teams. "Success wasn't our chance, it was our choice" added Oğuz AY.

THE POWER IS IN PETLAS' HANDS

Consequently, the circumferential grooves give the best drainage on snowy and muddy roads and ensure controlled shorter braking distance. It also helps reduce stone retention and its damage to tire with added stone ejectors. While reinforced interconnected blocks provide a comfortable drive on the motorway, it also increases block durability in construction site conditions.





PETLAS
SUV 4 x 4

PERFECT TRACTION & DURABILITY WITHOUT COMPROMISING PERFORMANCE

SUV is a new fashion. The best engines, smooth transmission, and excellent suspensions are remarkable features that determine the quality of the SUV vehicle. However, compared to classic vehicles, SUV 4x4 vehicles have somewhat more specific needs from their tires to keep them connected to earth regardless of the road conditions. Quality tires increase the vehicle's driving performance whilst providing better handling and superior comfort.

Drivers need good performance, reliable, and secure handling tire for their SUV 4x4 vehicle due to the role played by their tires. If you intend to drive SUV 4x4 in heavy road conditions, you need to consider various features such as size, brand, and model as well as grip performance, longer life span, and braking distance by sight or feels.

Especially for off-road vehicles, the tire built with the stronger sidewall and specially formulated compound to withstand impact from sharp rocks and stone obstacles.

Now, it is time to get some extra help to choose the right tire to live your adventure and discover the secrets of the World often protected by hardest road conditions which helped them to be protected from the eyes of the many. To access these wonderful and beautiful lands SUV 4x4 vehicles might be a good choice but certainly, with adequate tires, let's call them Petlas PT 421 ALL-TERRAIN TIRE. We are here to help you choose the best tire for you on and off-road use.

SUV & 4x4 TIRES



ENJOY EVERYDAY WITH “PETLAS’ RIDE

PT 411 A/S ALL-WEATHER PETLAS TIRE & GRIP OR SLIP

Petlas All-Weather ultra-high performance tire offers lower noise levels, increases tire life, and promotes fuel economy with low rolling resistance. While Petlas provides an eco-friendly tire, they also offer the best comfort.

Undoubtedly, the most economical All-weather tire is designed to use all year round so it may not require any replacement in summer or winter conditions, which results in fuel saving and cost reduction. The longer you use your tire, the cheaper it gets.

The sipes placed on the tire's tread blocks provide better traction and prepare the tires for any weather condition. Each sipe on the tire comes with a biting edge for increased traction on slippery surfaces, like rain and ice. Besides, sipes with biting edges help push water away, snow, and slush to increase the vehicle's traction, results in better road connectivity. Petlas engineers design the tire for providing more comfort and efficient energy use so, you can enjoy your driving.

The circumferential grooves are also like sipes that help efficient water discharge. Besides, the longitudinal grooves in the center of the tread provide better-wet traction with handling.

It also offers self-cleaning whereas sipes in the middle provide more stability. If stability is lost, it will affect braking, cornering, and handling negatively so any accident may happen because the tires may spin on the wet or damp surfaces.

Most people were not aware of the attributes of tires and didn't know how tire affects car safety and speed performance until today. Today, there are various types and features of tires however recently the most popular option is the latest design of Petlas's All-Weather tire. These designs assure that they can provide control in different weather and road conditions while increasing traction.

Petlas All-Weather tire has M+S marking, snow flake and that means they are suitable to use in snowy or rainy weather conditions even in ice roads. Besides; all-weather tires are modern tire design that offers the best combination of traction, grip, and braking performance in most conditions, including dry and wet pavement. In short, we can say that these tires can do everything that we are looking for.



WE'LL FOLLOW WHERE YOU GO



PT 421 ALL-TERRAIN (AT) TIRE

You want your tire to climb over the rocks and slog through sand, however; do you know which tire type is the best one to your SUV 4x4 from any possible damage? Whether you want to drive through Icelandic gravel roads or you are planning a brief adventure to go to Arizona's forest for Safari, the four-wheel-drive takes you wherever you want to go.

The best choice is Petlas PT 421 All-Terrain tire design, which has proven worthy of its versatility 'on- and off-road.' A unique structure of the tire reduces friction and resists wear.

All-terrain tires have steel belt inside the tire with nylon covered to increase tread stiffness and off-road performance, which results in providing more strength and durability throughout the year. A serrated shoulder design and tougher sidewall rubber provide better grip, traction, cornering, and handling qualities in dirt, mud, and sand.

The feature of this tire is to prevent scrapes, cuts, and punctures whilst promoting ride comfort. In addition to that, its aggressive tread construction provides drive on the rocks without worrying about punctures. The tread of this tire made of a rubber compound reinforced with the steel laminates. The strength of an all-terrain tire prevents stone impact damage and so, it won't damage the rubber.

Petlas works hard to achieve the greatest performance of PT 421 All-Terrain tires that work powerfully on critical roads as well as gravel roads, also show continuous performance and better durability. With excellent grip-ability, you can ensure it can be functional in all weather by providing excellent performance on and off roads.



LEAVE YOUR WORRIES BEHIND WITH 'PETLAS' – SUMMER VACATION

PT 431 EXPLERO H/T

Petlas PT 431 Summer tire for SUV 4x4 gives you what you need from the tire in the summer period. Are you ready for summer? Are you ready to go on an interminable journey with your SUV 4x4? Is your SUV 4x4 summer tires ready to go on the trip now?

First of all, Petlas PT 431 Summer Tires have a harder compound, which provides a better grip with the road surface as well as less wear. Petlas PT 431 Summer tires have an asymmetric pattern design which means delivering better performance with a balanced and stable drive on both wet and dry road conditions. Thus, while it reduces the risk of aquaplaning, it improves the safety and quality of the journey. Its asymmetric pattern design increases fuel efficiency and decreases CO2 emission. The center block pattern provides a better connection with the surface as well as providing a balanced drive.

PT 431 has larger tread blocks on the outside of the edge on a tire that provides better handling and cornering benefits, especially on dry roads. Tire combines both quality and high performance with excellent grip and short braking distance on every driving condition. PT 431 Summer tires offer you a smooth ride minimizing the road noise and vibration enhance driving comfort with computer-controlled block array.



In conclusion; if you care about your safety before you go on a trip with your SUV 4x4 vehicle, you may need consultation for choosing the right tire. In addition to that, you always need to make sure that you check your tire's inflation when your tires are cold. The tires need to be inflated correctly for your safety. The under-inflated pressure in a tire negatively affects vehicle handling loss, reduce braking power, and poor acceleration, resulting in reduced fuel efficiency and tire life. Safety is important for all of us and we take for granted every day. Undoubtedly, tires are one of the most serious consideration when we think of safety.



A photograph of three elephants in a savanna landscape during sunset. The elephants are standing on a dry, dusty ground. The elephant on the left is reaching up with its trunk towards a tree branch. The elephant in the middle is facing forward, and the one on the right is facing right. The background is filled with trees and a warm, golden light from the setting sun.

TIME TO DISCOVER THE MAGICAL LAND of AFRICA

SAFARI IS THE GREATEST ADVENTURE.

Africa is an amazing and magical land, the world's second-biggest continent, to discover. Walt Disney's famous production 'Lion King', made people aware of this vast continent, then stimulated tourism. Its spectacular natural sights and natural parks were already making the country popular as a tourist destination. Especially, amazing wildlife, the beauty of nature, fascinating coastline and lush forests make the continent attractive to those who wish to have a dream holiday. Regardless the fact that holiday in Africa sometimes can be tricky and overwhelming, it will definitely be quite satisfactory and a unique one.

Perfect Car Journey Needs to Start With Functional Tires.

Africa is beautiful, Africa is wild and natural, but Africa needs strong tires to access its natural unpaved landscape. Moreover, there are thousands and thousands of places you may visit and want to see in Africa, so it is the best option to hire a car because rent a car gives you flexibility, and takes you where you want to go or whenever you want to go. Indeed, you need solid and dependable tires because the roads are mostly paved. Another advantage of hiring a car is a shortage of public transportation, especially in rural areas. Now; you can start an adventure with reliable tires to keep you safe while driving through your holiday. The recommended tire for Africa roads can be All-Terrain Tire.

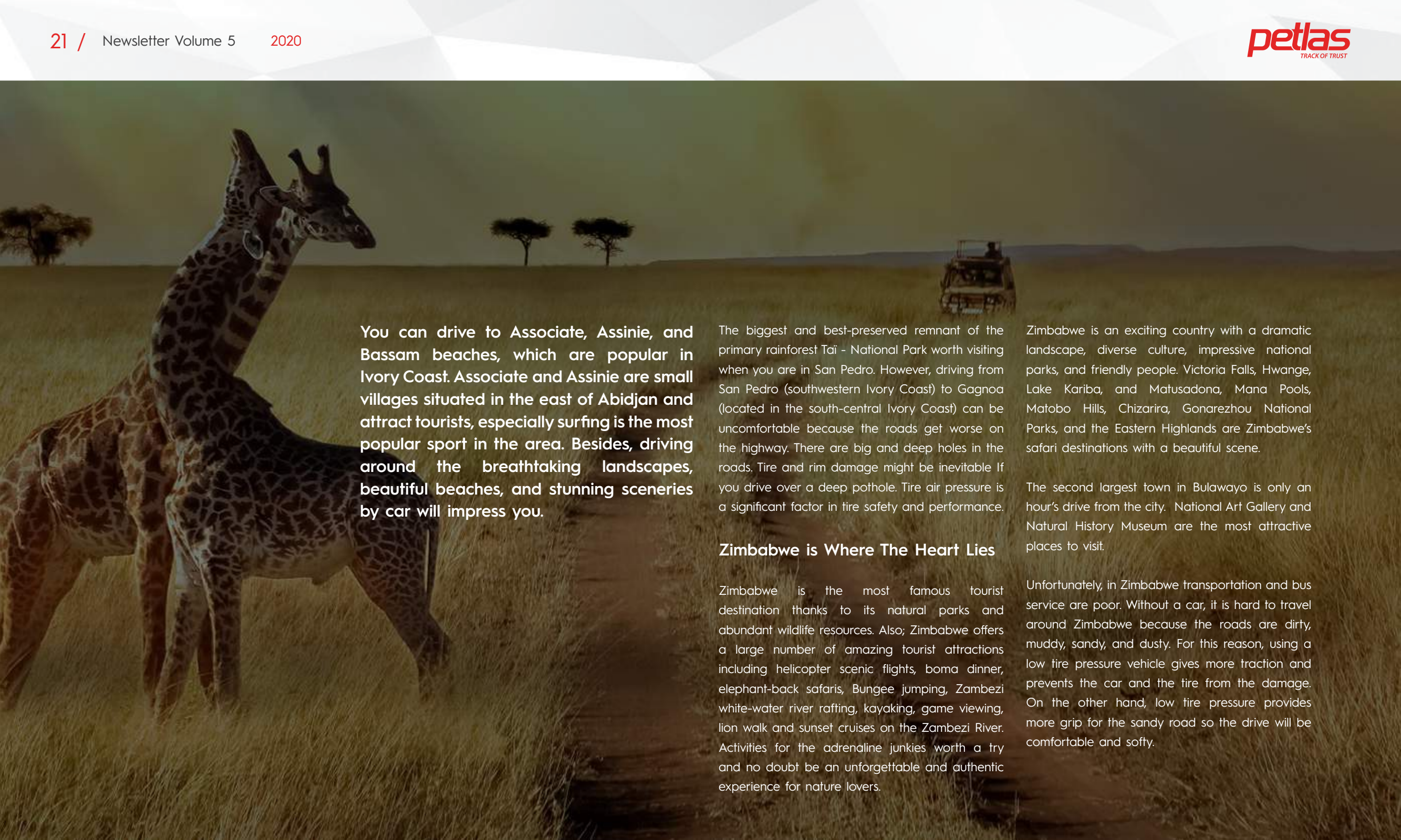
Petlas- All Terrain Tires will be an excellent choice because their tread life is much longer. There are two-holiday destinations that you can drive with reliable Petlas tires with pleasure: Ivory Coast and Zimbabwe.

LET'S GO TO IVORY COAST TO DISCOVER

You can choose Ivory Coast for a first-holiday destination. Ivory Coast is officially known as 'Côte d'Ivoire' in French and, it was touted as the "Miracle of Africa" after the proclamation of independence from France.

If you want an exotic, romantic, and serene place with the sun, sea, beach holiday is worth having your holiday in Ivory Coast. This country is a true tropical paradise and you will enjoy the beauty of nature while travelling around by car.



A full-page background image of a savanna landscape. In the foreground, a giraffe stands in tall grass, its head turned towards the right. In the background, a safari vehicle is visible on a dirt road, with a few acacia trees and a hazy horizon under a soft sky.

You can drive to Associate, Assinie, and Bassam beaches, which are popular in Ivory Coast. Associate and Assinie are small villages situated in the east of Abidjan and attract tourists, especially surfing is the most popular sport in the area. Besides, driving around the breathtaking landscapes, beautiful beaches, and stunning sceneries by car will impress you.

The biggest and best-preserved remnant of the primary rainforest Tai - National Park worth visiting when you are in San Pedro. However, driving from San Pedro (southwestern Ivory Coast) to Gagnoa (located in the south-central Ivory Coast) can be uncomfortable because the roads get worse on the highway. There are big and deep holes in the roads. Tire and rim damage might be inevitable if you drive over a deep pothole. Tire air pressure is a significant factor in tire safety and performance.

Zimbabwe is Where The Heart Lies

Zimbabwe is the most famous tourist destination thanks to its natural parks and abundant wildlife resources. Also; Zimbabwe offers a large number of amazing tourist attractions including helicopter scenic flights, boma dinner, elephant-back safaris, Bungee jumping, Zambezi white-water river rafting, kayaking, game viewing, lion walk and sunset cruises on the Zambezi River. Activities for the adrenaline junkies worth a try and no doubt be an unforgettable and authentic experience for nature lovers.

Zimbabwe is an exciting country with a dramatic landscape, diverse culture, impressive national parks, and friendly people. Victoria Falls, Hwange, Lake Kariba, and Matusadona, Mana Pools, Matobo Hills, Chizarira, Gonarezhou National Parks, and the Eastern Highlands are Zimbabwe's safari destinations with a beautiful scene.

The second largest town in Bulawayo is only an hour's drive from the city. National Art Gallery and Natural History Museum are the most attractive places to visit.

Unfortunately, in Zimbabwe transportation and bus service are poor. Without a car, it is hard to travel around Zimbabwe because the roads are dirty, muddy, sandy, and dusty. For this reason, using a low tire pressure vehicle gives more traction and prevents the car and the tire from the damage. On the other hand, low tire pressure provides more grip for the sandy road so the drive will be comfortable and softy.

DRIVE WITH PASSION & WIN WITH 'PETLAS'

Northern Cyprus Touring and Automobile Authority has been organizing races for over 45 years and offers adrenaline for every race enthusiast. Mr. Oktay Çocuk and Mr. Hüseyin Çocuk were the old boy PETLAS pilots who took part in the competition on 11-12 June and won the First Race with their Mitsubishi Lancer Evo 6.

Cyprus Rally takes place in Nicosia, the hottest city in Europe. For that reason, professional racing drivers might struggle to cope with the hot weather. If the driver can not handle the heat, it might affect drivers' speed and concentration on the road. Besides, heat waves might increase the stress on tires which results in increasing the risk of a blowout and failure. When the air and terrain temperature goes up, the air pressure in the tires will increase. Drivers need to pay attention to heat and tire pressure. Driving on over-inflated tires give driver a bumpy and uncomfortable ride. It reduces the surface area of tire which results in reduced grip on terrain.

Tires are one of the most essential components for the drivers who join this organization as they need to find the combination of excellent grip and handling on the road. Tire safety awareness

increases driving safety and efficiency. It is a proven fact that the professional racers who care about their performance should get a quality tire.

PETLAS drivers Oktay Çocuk and Hüseyin Çocuk won the Cyprus Rally. Huseyin Cocuk said that ' it was a great honor to accept this award medal on behalf of Petlas. We have a very successful cooperation with Petlas which was built on loyalty and ethics for long years.



AWARD NIGHT OF PETLAS IN SRI LANKA

The event of Petlas united 214 dealers in Sri Lanka distributors who made an outstanding contribution to the company's performance were rewarded at the 'Petlas Dealer Award Night 2020' in Sri Lanka.

Mr. Abdulkadir Özcan, member of the Board of Directors of Petlas made his formal speech to thank distributor and 214 dealers who work hard to increase sales and Petlas market share day by day. The conference was held in the Shangri-La Hotel, located in the capital city of Sri Lanka in Colombo. Ambassador of Turkey to Sri Lanka, Ms. Demet Şekercioğlu participated in the award ceremony.

Petlas Regional Sales Manager Mr. Erinc Aydın made a presentation of the company Petlas along with the product range for the distinguished audiences during the ceremony and, the evening followed by a cinevision about AKO Group. At the end of the award night, the most successful 39 dealers were awarded a tour package in Europe, Thailand, Sri Lanka and India.

Petlas is already being active for over 16 years in the Sri Lanka market with its wide selection of tires especially used in the construction sector. In order to maintain its leading position, Petlas aimed to achieve a growth in the sales of passenger cars, SUV and light commercial vehicle tires by considering the great potential in the market.



FROM WHERE IT BEGAN
TO WHERE IT LEADS
G Ö B E K L İ T E P E

What we have found in Gobekli Tepe is definitely adding a chapter no one knew that existed."

KLAUS SCHMIDT

It was the year 1995, when German archeologist Klaus Schmidt decided to investigate the mystery behind the vast number of flint tools found on a remote hilltop on Southeastern Turkey. Given that the recent findings proved that the people of the stone ages have created settlements in the Fertile Crescent before giving up being hunter gatherers, Schmidt was thinking that he might have found a lead to uncover one of these settlements, in this bizarrely unexpected place. What he found was, on the other hand, something much more important. He was about to start excavating arguably the most important archeological site in the world, changing literally everything that we have known about the origins of civilization.

Along with a team of archeologists, students and workers from local villages, he found giant stone pillars that were 5,5 meters high. These T-shaped pillars were placed in a specific order, two were at the center facing each other, and the rest were located on a circular orbit. Schmidt was now sure that he found a monumental structure, most possibly a sanctuary from the deep past... what he was not aware back then, was that this was the first monumental structure human beings

ever erected. The carbon tests were shockingly dating back to nearly 12.000 years before, approximately three times earlier than the first Egyptian pyramid. This was well before the invention of writing, metal tools, pottery, and agriculture. The people who built Gobekli Tepe were still foragers, and it is as impossible for the hunter gatherers to build such an enormous structure, as it is for a single person to build a Boeing 737 in his backyard, by just using a Swiss army knife.

The excavation area is located at the upper end of the so-called Fertile Crescent. As it overlooks endless plains that look like a wavy ocean of green wheat, chamomiles and poppies at spring, and the curvy narrow road that takes hundreds of tourists to this UNESCO World Heritage site; one could easily understand why our early ancestors might have attributed divinity to this place. It is above all and everything, a place where the ancient Gods would sit and watch over the territory and people.

The instant when visitors see these gigantic pillars, questions begin crowding their minds, as they have been challenging the researchers for more than 25 years: Who built this monument, why did they build it, and most importantly, how did they manage to do this.

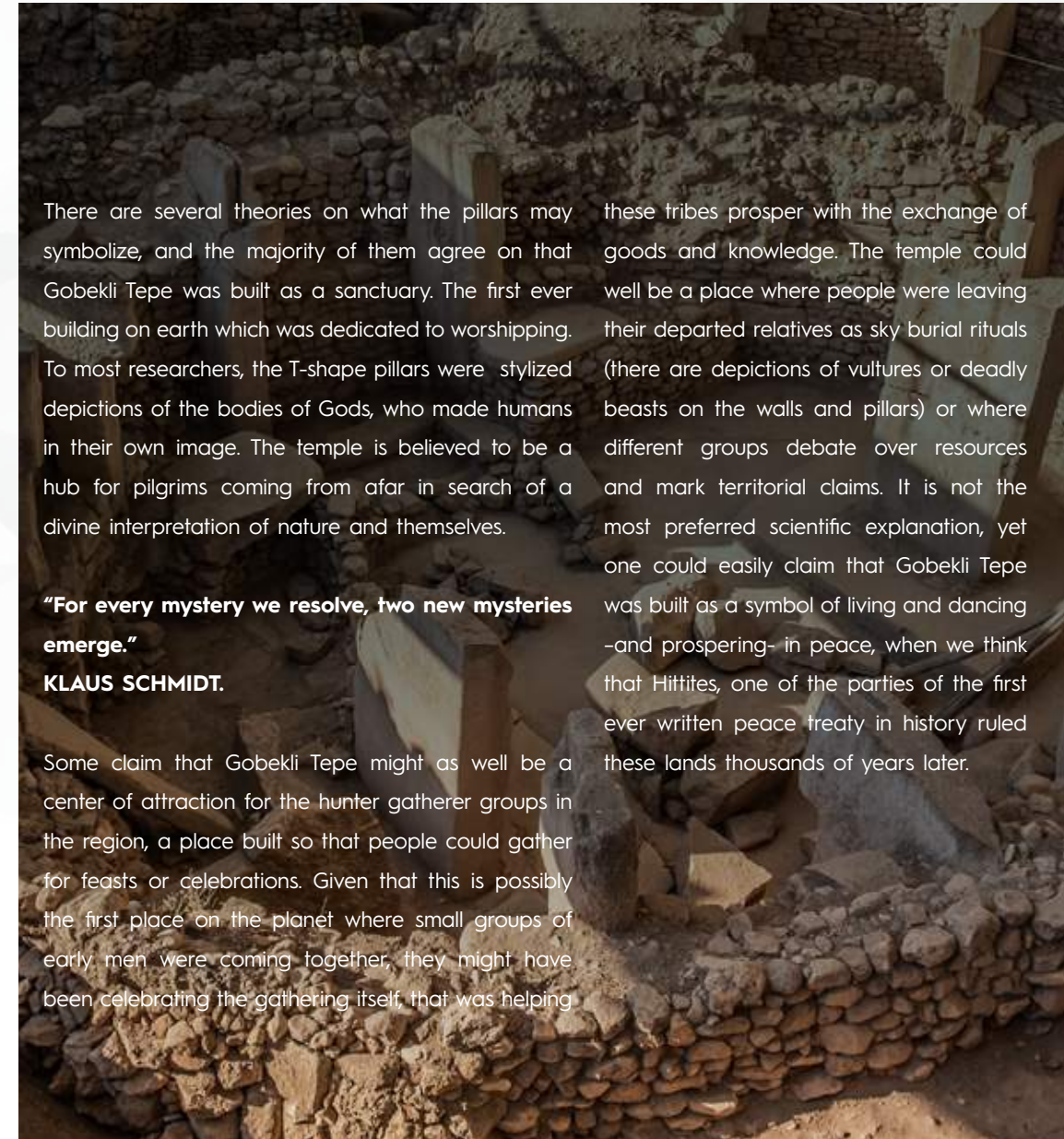
There are several theories on what the pillars may symbolize, and the majority of them agree on that Gobekli Tepe was built as a sanctuary. The first ever building on earth which was dedicated to worshipping. To most researchers, the T-shape pillars were stylized depictions of the bodies of Gods, who made humans in their own image. The temple is believed to be a hub for pilgrims coming from afar in search of a divine interpretation of nature and themselves.

"For every mystery we resolve, two new mysteries emerge."

KLAUS SCHMIDT.

Some claim that Gobekli Tepe might as well be a center of attraction for the hunter gatherer groups in the region, a place built so that people could gather for feasts or celebrations. Given that this is possibly the first place on the planet where small groups of early men were coming together, they might have been celebrating the gathering itself, that was helping

these tribes prosper with the exchange of goods and knowledge. The temple could well be a place where people were leaving their departed relatives as sky burial rituals (there are depictions of vultures or deadly beasts on the walls and pillars) or where different groups debate over resources and mark territorial claims. It is not the most preferred scientific explanation, yet one could easily claim that Gobekli Tepe was built as a symbol of living and dancing –and prospering– in peace, when we think that Hittites, one of the parties of the first ever written peace treaty in history ruled these lands thousands of years later.



The biggest question about Gobekli Tepe was not “why”, it was “how”. And it is this question that makes Gobekli Tepe the most important archeological site in the world. This place is where the roots of human civilization stroke.

„Nu ninda an ezzateni, watar ma ekutteni“ Hattushili I

So says, the founder of Hittite Empire and his cuneiform tablet was easily deciphered by Czech linguist Bedrich Hrozný thanks to the obviousness of what the word “watar” could mean. This sentence was the advise of the king to “eat bread and drink water.” Can this simplest lifestyle guide be the clue to a huge mystery about Gobekli Tepe? Could this concentrated form of energy that we name “bread” have sparked the process which made us who we are?

In the era that Gobekli Tepe was built, neither metal tools nor wheel were invented. People had not yet domesticated animals to help them carry loads. There were no big groups of people living together, nor was there a social hierarchy to organize them to cooperate efficiently. Yet the enormous monoliths of Gobekli Tepe necessitated a huge army of people, workers and logistic support to be carried to this hill top and to be erected. And the remains on the site prove that hundreds of people came together to build this sanctuary. Here lies the big mystery: how did they sustain a steady supply of food, enough to feed so many people for so long?

While Schmidt was excavating the site, meanwhile geneticists from around the world were looking for the first ever wheat type to be domesticated by humanity. Not surprisingly, they found the origins of modern wheat in the view sight of Gobekli Tepe. On the foothills of Karaca Dag mountain, at the center of the region where more than half of Turkey’s wheat and flour exports are being made, they found the type of wheat they were looking for many years, one that does not easily let go of its kernels.

When the latest Ice Age suddenly ended, the Fertile Crescent had become extremely suitable to be farmed, with emerging water resources and springs and the heat rising up for life to prosper. But there were two basic problems: a) Humans had not yet invented food production, and b) the kernels of the wild grass were not strong to stay connected to the plant, so they were shattering and scattering around when ripe. The second problem was actually a part of the former one, and it was solved by the forces of nature, by a miraculous mutation

that strengthened the connection between the kernel and the plant that made the wild wheat easier to be harvested. After the harvest, people even had some spare seeds to plant on the ground, and that was it... they planted the seeds of human civilization.

This was the first time in our history that we produced our own food. Some call it “Neolithic Revolution” and some name it more straightly as “the Agricultural Revolution”. That, to the acclaimed archeologist Gordon Childe, was the biggest step in history, after the mastery of fire. And it all started right here, at Gobekli Tepe...

Sumerians had stories about this mountain of Ekur, where Gods were residing –the idea that possibly inspired Mt. Olympus in Greek mythology- and they believed that farming and animal husbandry were taught to humans by these ancient Gods.

Could the Gods of Gobekli Tepe be the first men who stopped being merely a part of nature, and instead, became the rulers of it. Domestication, separated us from the rest of our environment, and made us the superior form. Could the T-shaped pillars be devoted to ourselves? Like the celebration of “early men” after becoming “homo faber” by using a tool for the first time in Kubrick’s 2001: A Space Odyssey, only this time, it was the early men themselves, who erected the monolith as a symbol of their dominance over –formerly suppressing- nature?

Maybe, just maybe, the site was a place for exchanging knowledge and experience on how to rule the world and for celebrating this collective achievement. Some scientist claim that in fact, no single theory about what the sanctuary at Gobekli Tepe stand for is the ultimate truth, because it was a collection of various motivations that drove our ancestors to build it.

As the acclaimed historian Yuval Noah Harari argues in his renowned book Sapiens: A History of Mankind, it was nearly unclear whether we were the ones to domesticate the wheat, or vice versa. Because after the beginning of agriculture, humans did not have the chance to move on as they had before. Now, they had to settle down in order not to leave their precious resources to “foreign” tribes. They had to organize a way of protecting the fields, the crops and now, their cities. They had to rely on some groups of people who would handle the organization better, as rulers/kings, and some people armed with deadly tools to fulfill the responsibility to protect them. This need for security and

organization led to the emergence of social classes, hierarchy, laws and today’s states.

According to Harari, it is “good stories” that drive us more than anything. When people started to believe in artificial entities (stories as the writer refers) like laws and money, they had the ability to gather in larger groups and organize to become the absolute rulers of the planet.

For a very long time, historians believed that agriculture was the trigger of this process. Food production came first, and then came the towns, and only after that, people “invented” religion to preserve order in these new societies and to dictate the rightfulness of the rulers. But what Gobekli Tepe proves, is that the truth is the exact opposite. It was religion, that triggered the whole revolution. Agriculture, was invented only to sustain the food demand to build the Temple.

It was the hunger for a divine interpretation of the world, a hunger for the sacred, not for food, that paved the way to human civilization. And Gobekli Tepe was the cocoon, in which the metamorphosis transforming nomadic hunter gatherers into food producing societies happened.

From agricultural revolution to revolutionary agriculture.

The legacy of Gobekli Tepe prevails as agriculture keeps its leading position in how we feed our societies. Yet a lot have changed in how we do it. Farmers of today are using drones to monitor, seed and fertilize their fields. They have applications on their mobile devices that can tell whether something is needed or anything is going wrong in an instant. They have gigantic new vehicles to plow the soil and to harvest what they have grown.

And, they have tires that behave gently to the soil in order to guarantee its fertility and productivity for the men of our distant future. Tires from Petlas, that come from the country where the deep roots of agriculture were planted. Wouldn’t our early ancestors at Gobekli Tepe build even higher pillars if they were to see these new “Gods” with enormous power in control and flying angels filling the skies?

“What we are finding out today is that rather than being a consequence of natural circumstances, civilization is in fact, an end result of the human mind.”

KLAUS SCHMIDT

COVID 19 IMPACT ON THE TIRE INDUSTRY

This is a challenging time to follow the new era and stay in the business!

Sheltering at home and social distancing are the two major facts stated as part of the precautions dictated by measures against the pandemic of COVID-19. The world stood still, and borders closed, countries are isolated, traveling became a crime. During February-April 2020 earth's ozone layer recovered, air pollution returned to the levels of the pre-industrial era. It was a pity that in China people had to carry facial masks when the air was clean. People started working at home, factories, schools, and offices were on hold. In fact, we had to adapt to our new lifestyle rapidly.

Coming to our business, the tire industry, what can be said to define the chaotic conditions? Tire: this, mostly black colored, gummy, stylish, circular product, used on luxury sports cars, ordinary cars, motorbikes, busses, trucks, bicycles to aircraft, anything that moves on the ground safely, became kind of useless when nothing moves.

Like many other industries, tire industry also temporarily closed their manufacturing facilities as part of the safety measures. The economic impact on the existing brands will most probably lead them to consolidation and mergers to avoid aggressive competition in the post-COVID-19 period to manage a lack of profitability. This will also lead to greater competition and design and technology development knowing that only the best can survive during the crisis.

The futurologists develop controversial models to estimate and foresee the future of transportation in general. Although there are many unknowns, we can define a few schemes to analyze them. For example, a slowing economy, lesser revenues, and restricted consumption figures due to limited disposable income will further reduce transport and sub-systems for the

transportation industry, such as tires. Or some others are more positive about the impact of COVID-19 and expected future pandemics that will encourage individual transport such as small electric cars for commuting instead of public transport more vulnerable to pandemics.

However, tire industry is facing a big inventory problem because inventory is the lifeblood of any successful businesses. Some tire plants have suspended production during the pandemic. Cash flow decrease and demands disappear are showing that misfortune damage to the tire industry. Companies need to begin planning how to restart their production in one way or another because of business matters as also lives. The first negative impact of COVID-19 is psychological, affecting a customer's emotional behavior. This situation, similar to the 2008 financial crisis, in that the COVID-19's economic effect may result in structural changes in customer buying behavior.

Tire Industry is Under Pressure

What we face today influence the economies of the countries and businesses. The world's biggest lockdown has not just impacted our daily lives, but it has also negatively affected the economy, social behavior, education, and mental health. While we are dealing with the worst crisis in peacetime, COVID-19 pandemic uncertainties have started for every single business.

As we have mentioned, the tire industry is directly related to transportation. Indeed, the first victims of the standstill in the world are the industry related to mobility, such as automobile, aviation, namely any kind of transportation with few exceptions, and the tire industry. The statistics that demonstrate the plummeting figures of any transportation business seriously affected tire sales.

It is such a typical behavior in the tire industry: demand volume is suppressed, driving prices lower, decreasing production and a slump in sales. As a tragic result, the tire industry has taken a hit. When companies are unprofitable, many manufacturing plants have no choice but shut down production temporarily. Most of the vulnerable countries are still reporting new cases of the COVID-19 pandemic, and the industry still has a long way to go before safety provided. As the impact of the COVID-19 starts to wane and the industry will start to recover and back to normal.

On the other hand, airline companies have stopped their flights. When there are no passengers or flights, aviation tires do not need to be replaced after landings. This has increased the pressure on the tire industry as well.

"Track and Trace" will be the keyword, what tire businesses follow in the future to find a way to reshape and adapt new business era. Let's say a different kind of "Wait and See". "Wait" for the worst but "See" what your competitor can't see or see it first.

Stop worrying about your journey, we will always offer earth-friendly tires.'

'Green' is our fresh world.

THE MAIN FACTORS THAT IMPACT TIRE WEAR

The danger is very close if you don't check your tires regularly.

We all know that replacing tire can be a hassle. Nobody thinks of safety when they are replacing the tires. For many of us changing tires may be unnecessary, and drivers think that we save money by not replacing tires. However, we are unaware of how safety plays a significant factor in changing tires when needed. Imagine driving at a safe speed with the kids in the back, and the rain is pouring down, the roads are wet and suddenly, you see the squirrels dashing across the highway. Then what happens? You hit the brakes, hard to stop. If you consistently hit the brakes harder and harder your car's ABS manages the problem caused by reduced friction because of the wet surface. This is only valid if the tires are apt to stay in their original conditions. However, there are two factors involved to change the specification of the tires concerning its reliability with age: physical deformation due to utilization and change in the chemical compound of the tire because of the time passed since the manufacturing process. Both will reduce your tire's ability to grip the road and sliding distance will be increased.

Tread separation is among the most common causes of serious tire failure. Most of the tires are steel-belted radial tires which lead to tire separation. A tire tread separation creates a big danger that also causes tires to blow out, then the car goes out of control. If you don't check your tires regularly, there's nothing you can do to prevent yourself and your loved ones from this danger. However, even checking your tires do not guarantee your safety.

According to the estimates of the safety statistics by the National Highway Traffic Safety Administration in the USA, in 2017, 738 people who died in crashes were caused by tire failures. Identifying the age of your tire is very important due to safety reasons. People who concern about safety should not use the same tire for more than 6 years. Because when the tire gets older it begins to lose its characteristics and durability. According to the Los Angeles Times, the famous American actor Paul Walker who became famous in the movie, 'Fast and Furious' died in 2013 because of the 9-year-old tire caused the crash.

For safety reasons, seasonal replacement is another issue that plays a significant role in changing a tire. Winter, summer, and all-season tires have different features which

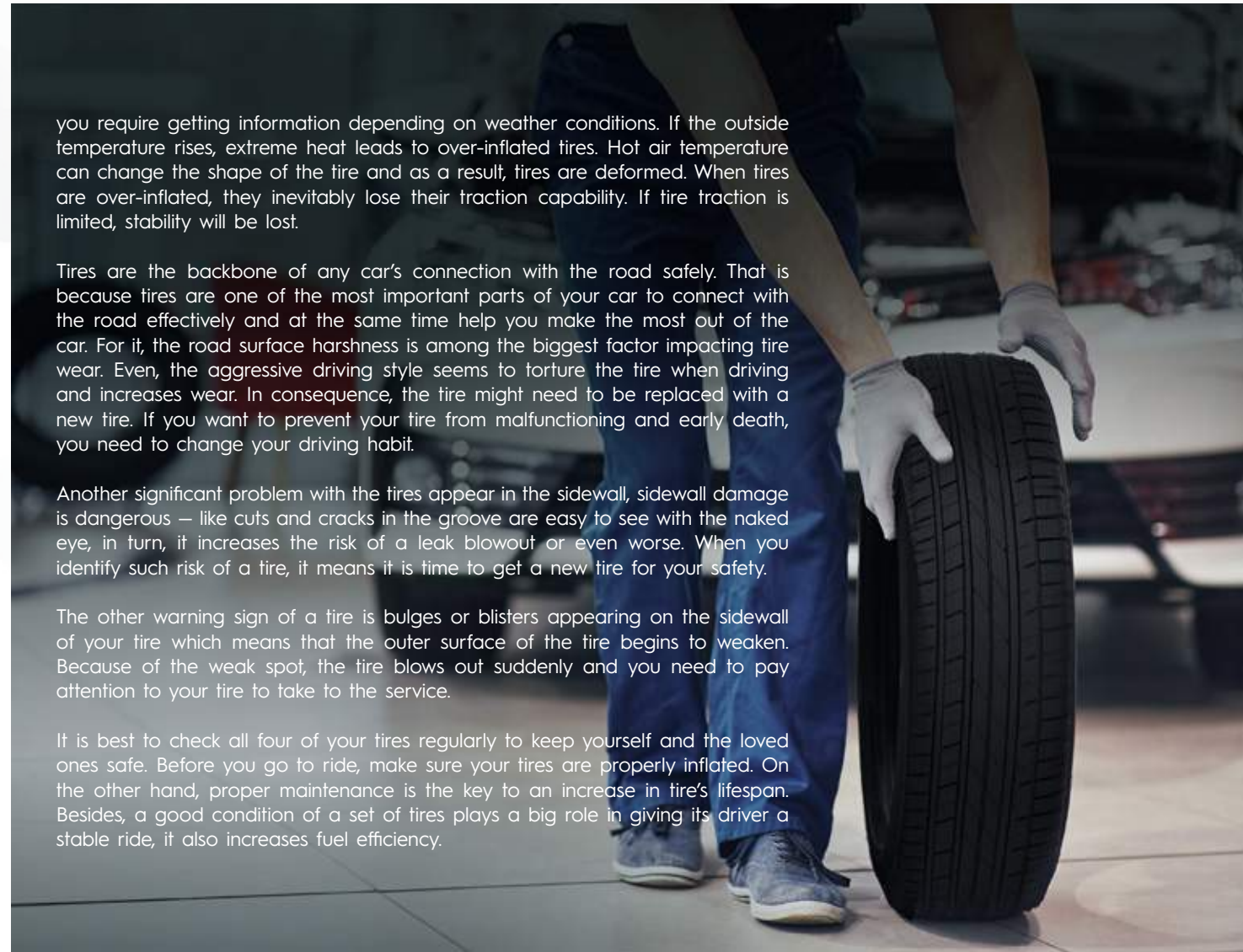
you require getting information depending on weather conditions. If the outside temperature rises, extreme heat leads to over-inflated tires. Hot air temperature can change the shape of the tire and as a result, tires are deformed. When tires are over-inflated, they inevitably lose their traction capability. If tire traction is limited, stability will be lost.

Tires are the backbone of any car's connection with the road safely. That is because tires are one of the most important parts of your car to connect with the road effectively and at the same time help you make the most out of the car. For it, the road surface harshness is among the biggest factor impacting tire wear. Even, the aggressive driving style seems to torture the tire when driving and increases wear. In consequence, the tire might need to be replaced with a new tire. If you want to prevent your tire from malfunctioning and early death, you need to change your driving habit.

Another significant problem with the tires appear in the sidewall, sidewall damage is dangerous — like cuts and cracks in the groove are easy to see with the naked eye, in turn, it increases the risk of a leak blowout or even worse. When you identify such risk of a tire, it means it is time to get a new tire for your safety.

The other warning sign of a tire is bulges or blisters appearing on the sidewall of your tire which means that the outer surface of the tire begins to weaken. Because of the weak spot, the tire blows out suddenly and you need to pay attention to your tire to take to the service.

It is best to check all four of your tires regularly to keep yourself and the loved ones safe. Before you go to ride, make sure your tires are properly inflated. On the other hand, proper maintenance is the key to an increase in tire's lifespan. Besides, a good condition of a set of tires plays a big role in giving its driver a stable ride, it also increases fuel efficiency.



An aerial photograph of the Cappadocia region in Turkey, showing a vast landscape of unique rock formations, including tall, pointed 'fairy chimneys' and deep, winding valleys. Numerous colorful hot air balloons are scattered across the sky, some in the foreground and others further away, adding a vibrant touch to the scene. The sky is a mix of soft blues and pinks, suggesting the time is either dawn or dusk. The overall atmosphere is serene and majestic.

HISTORY OF CAPPADOCIA

Cappadocia is a region that lies between the province of Nevşehir, Niğde, Aksaray, and Kayseri. The history of Cappadocia is extremely colorful. It hosts one of the oldest human settlements in the small prehistoric village called Çatalhöyük, where the agriculture began nearly 10,000 years before our era. The Hatti culture developed (2500-2000 BC) during the Bronze Age. In the second millennium B.C.; the Hittites settled in this ancient region. Assyrian trade development in the Anatolian region started at the beginning of the second millennium BC and following Hittites' fall by the invasion of the "Sea People" Cappadocia flourished again under Phrygians rule (1250 BC). Phrygians followed by Lydians who have introduced the utilization of money. In the middle of the 6th century. Lydians were overrun by the Persian and Cappadocia became a Persian satrapy. Ariarathes I, Persian satrap (local vassal king) kept the control after Alexandre the Great's conquest of Persia. However, Alexandre's general Perdiccas invaded Cappadocia, crucified Ariarathes I and took the control, and lent it to Eumenes, Alexandre's secretary. Just before the Roman invasion, Cappadocia was a semi-independent kingdom under the suzerainty of the Seleucid rulers who were controlling the Middle East. Its extraordinary position can be described as a Hellenistic Persian culture that contributed to the development of the Asian provinces of the Roman Empire which took the control of the region in 17 A.D. The region was on the silk road and cities like Caesarea (present Kayseri) prospered by the trade. When the Roman Empire started falling apart in the 4th Century AD, Christianity

which was severely persecuted in the beginning became the official religion of the Eastern Roman Empire, aka Byzantine Empire. Cappadocia, which was already a religious center for the Christians who were hiding from the central authority, started flourishing as a holy land. Many caves were used by priests and monks from the beginning of Christianity until modern times.

In the 11th and 12th centuries, Seljuk Turks influence started in Anatolia (1071-1299). They have established their capital in Konya and ruled Cappadocia with religious tolerance. Gradually the Seljuk Turks left the power to the Ottoman Empire that ruled the region for 500 years. After the collapse of the Ottoman Empire, the region became part of the Turkish Republic which was founded in 1923. Since the beginning of history, the region hosted many civilizations in its troglodyte living forms which are simply building houses in rock-cut caves. In the 1950s the region under the Turkish Republic converted this region into an open-air museum and national park for protecting and conserving it for the universal human heritage.

Now the Cappadocia region offers for the visitors' attraction exciting underground cities, secluded churches decorated with the rural naive art of religious frescos as well as unique geologic and human-made landscape often visited by hot-air balloons.



Today, this region provides fascinating sights to its visitors. Cappadocia is the destination for lovers of nature. Wind, water as well as centuries remarkably formed the volcanic rocks that once erupted in amazing ways. Love Valley, Pigeon Valley, and Red/Rose Valleys are the most famous valleys for exploring. Also, Uçhisar, Göreme, Avanos, Ürgüp, Derinkuyu, Kaymaklı, and Ihlara are worth a visit, the land has been fantastically shaped.

LOVE CAPPADOCIA

The meaning of Cappadocia is 'the Land of the Beautiful Horses' in the Persian language. After 1980, horse riding became the most popular tourism activity. The region is an ideal place to discover unique landscapes on horseback. Horse riding is a great way to explore Cappadocia valleys. Kılıçlar Valley, Love Valley, Meskendir Valley, Kızılçukur, Zemi and Güvercinlik Valley, Paşabağı, Çavuşin Village are the perfect places

to explore on horseback. On the other hand, Cappadocia is the best known for its high-quality wines. The Cappadocia is Turkey's one of the oldest grape and wine-producing regions for 4000 years. Hittites created classifications of wine and started exporting of this special wine to Assyrian and Sumerian lands. The wine-producing area of Central Anatolia was called Wiyanawanda - which meant "the wine country". 1925, Turkey's first president of Mustafa Kemal Atatürk founded the country's first modern commercial winery here. The most popular wine-producing region of Urgup hosts every year the International Wine Festival.

The most attractive activity in Cappadocia is hot air ballooning. Almost every morning before sunrise; hot air balloons rise from the ground to the air and offers a spectacular view to both their occupants and people on the ground watching them.

WHERE IS CAPPADOCIA?

The beautiful small town Goreme is in the Central Anatolia region which is considered as the local capital of Cappadocia. The distance is slightly over 730 kilometers from Istanbul and 285 kilometers from the capital, Ankara. Goreme is the most attractive town by the tourist because of its rich history. On the other hand, Nevşehir, Uçhisar (tallest point in Cappadocia), Ürgüp, and Avanos (by the Red River) are popular destinations for tourists.

WEATHER EXPECTATION

The best time to go to Cappadocia is when the weather is warm during the day. The late spring or autumn are the mostly preferred seasons to visit Cappadocia. Cappadocia is also known for its beautiful Indian summers because of the desert landscape that becomes truly beautiful under the oblique sunshine.

SAFE TRIP WITH SAFE TYRES

It is better to rent a car while traveling around Cappadocia. On the way to Cappadocia, it is recommended to stop by Tuz Lake to watch the sunset. The town of Avanos is located on the Kızılırmak which is the longest river in Turkey. This town located 8 km from Goreme. Goreme Open Air Museum is the most famous attraction in Cappadocia. It was used by religious communities for their worship.

The charming town of Urgup is popular with Peri Bacaları "Fairy Flue". Red Valley is one of the marvelous areas which is the best place to watch the sunrise and sunset while drinking wine. Ihlara Valley is the second longest canyon in the world. Eğritaş, Ağaç Altı, Kokar, Sümbüllü, Yılanlı, Pürenli, Kırkdamlı, Ala, Direkli and Kale Churches and Selime Cathedral are worth to see.



Customer satisfaction is Petlas' #1 priority...

We acknowledge our customers' needs and offer them broad content via social media that responds these needs. Our goal is to build genuine relationships with our clients, and we use our social network as a mean for continuous improvement. Petlas' consumer-driven social network content deployed to create such interaction.

Petlas continually creates content, promotes it, and checks for likes and shares on Facebook, Instagram, and LinkedIn. Newly launched products, Petlas stories, and images, plus new designs are actively shared.

Petlas knows its social media responsibilities and strives to continue to touch customers' hearts and minds, earn their attention and create loyalty by using social media extensively.

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BRAND IDENTITY

Consistency has always been the key element that paved the way to our success. For more than four decades now, we have consistently been putting our whole effort to achieve our goal to become a trusted global brand. Along this long way we have come so far, the strength of our brand has always been the major force of our success. And the recognition of a brand stems mostly from the consistency of its communications. Thus, our continuous growth in the global markets not only loaded a heavy responsibility on our shoulders, but also made it crucial to define the grounds and set the standards to convey our messages in different regions through various mediums and platforms.

In short, we needed a consistent universal identity system that unites our company, our dealers, our customers and all stakeholders around our brand strategy.

This corporate identity guideline is a result of comprehensive studies and countless insights on how to better communicate the values that are embedded in the very fabric of our brand essence, and how to ensure these values and messages are conveyed in a relatable way. This integrated identity system lets us focus on our core competencies and expresses them in a way that flawlessly fits in our brand's positioning. It gives us a platform for addressing audiences everywhere, in the right way.

We hope that this guideline helps us communicate more effectively, helping our vision and brand values resonate efficiently through all our communications.





TRACK OF TRUST

A brand is much more than an asset or the mark of a legal entity. It is a symbol of what a company stands for, which for us, is Trust.

It lies at the very heart of our presence as the foundation stone upon which all our products and operations are built.

Track of Trust, is the definitive factor.

It is THE TRACE that will lead you to where your dreams come from. The road marks that you follow to find the place or people you call "home", whenever you want. It enables you allocate the time, energy and resources to the ones who deserve them most.

Track of Trust is a mindset, rather than a dull tagline.

It is THE QUEST to find the most reliable solutions to whatever challenges you encounter.

It anchors the spirit of our brand the same place where our founding philosophy arose and it captures the core values around which our business model is determined. It was our track of trust that led us here.

Track of Trust is a beacon.

It is the light that illuminates the path, and it is THE PATH itself. A path that lives, breathes, evolves. A path that constantly adapts to make sure that whatever the circumstances, you reach the right destination: wherever you want to be.

It depicts our aspiration to helping you be free of your concerns, so that you can focus on what really matters to you... the precious moments with the loved ones, the pure joy of life, and the sheer pleasure of freedom.

As the common Turkish expression suggests: The shortest way home is the track you trust!



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