

NEWSLETTER /
VOLUME 8



2023

JUNE

CONTENTS

4-5	NEW FACTORY INVESTMENT	23-24	PETLAS' CREATIVE MARKETING INITIATIVES ACROSS THE GLOBE
6-7	AUTOMATED STORAGE SYSTEM	25	PETLAS TIRE CORPORATION MAKES A STRONG IMPRESSION AT MUNICH'S TRANSPORT LOGISTIC FAIR
8-9	ELT RECYCLING FACILITY	26	PETLAS STANDS OUT IN A SERIES OF INTERNATIONAL FAIRS
10-11	NEW ALL SEASON LTR TIRE - VANMASTER A/S	27	TIRE COLOGNE 2022 CONTINUES TO REVERBERATE IN 2023
13-14	NEW WINTER PCR TIRES - SNOW MASTER 2, SNOW MASTER 2 SPORT	28	BUILDING BRIDGES PETLAS HOSTS URUGUAYAN PARTNERS FOR A UNIQUE JOURNEY THROUGH TÜRKİYE
15-16	NEW RADIAL OTR TIRES: PTXRD34, PTXRD35	29	PETLAS SIGN A NEW FIVE-YEAR DISTRIBUTION AGREEMENT WITH MTS
17-18	NEW L4 TIRES: PTXHD41, PTXTD41	31	SETTING THE STAGE FOR SUCCESS: PETLAS SALES AND MARKETING TEAM'S EVALUATION MEETING
19-20	NEW SOLID TIRES	32	DRIVING GROWTH AND EXPANSION IN THE AMERICAN MARKET
21-22	SYNERGY IN MOTION: AMERICAN TRUCKS AND PETLAS TIRES		

Dear valued partners,

As Petlas, it is our pleasure to introduce our latest Newsletter to you, which is filled with a variety of updates from the industry and from within our company.

Reflecting on the past years, it is impossible not to acknowledge the significant hurdles faced by the tire industry. We had to navigate a number of unexpected and challenging events, such as geopolitical conflicts, inflation, the resurgence of Covid-19, and various market restrictions. Each of these events had its impact, from supply chain disruptions to a spike in transportation, raw material, and energy costs.

In the midst of these challenges, Petlas emerged strong and even more committed to our goals. We are thrilled to announce that we were crowned as the 2022 export champion of the Turkish tire industry, a title that attests to the strength of our international reach, the quality of our products, and the dedication of our team.

Further fortifying our position in the industry, we have planned to invest significantly in the construction of a new production facility, adjacent to our existing plant in Kırşehir. This expansion is set to increase our current annual production capacity by a significant 42%. As a result, Petlas will create employment opportunities for numerous people, further contributing to the local economy and workforce. This investment is not just a testament to our growth, but also to our belief in the immense potential and talent of our community.

Our new factory investments are just one aspect of our commitment to innovation and growth. We have also implemented a new smart warehouse system, utilizing advanced robotics, to enhance tire storage, inventory management, and shipment processes. Additionally, our ongoing R&D studies focus on the development of performance tires, ensuring that our products continue to meet and exceed customer expectations. In line with our commitment to meeting diverse customer needs, we have made significant strides in A/T (all-terrain) and M/T (mud-terrain) tire developments. Furthermore, we have expanded our product portfolio to include truck and bus tires, as well as agricultural tires, to provide comprehensive solutions for commercial vehicle operators and the agricultural sector.

As part of our global expansion strategy, we have established new offices in strategic locations across Asia, the Middle East, and the Commonwealth of Independent States (CIS). These offices serve as regional hubs for sales, marketing, and customer support, enabling us to strengthen our presence in these markets and provide localized services.

As we've always believed, it is in the face of adversity that we truly get to know ourselves, and it was no different for us at Petlas. Our ability to adapt and remain agile in the midst of these challenges was tested,



Oğuz AY / International Sales and Marketing Director

and I am proud to say that we passed with flying colors. We successfully adapted our supply chains, streamlined our operations, and further developed the strength of our brand. I want to express my sincere appreciation for our team's tireless work and innovative spirit. Our success wouldn't be possible without their resilience and commitment.

Looking ahead, our focus remains on ensuring that we have the most integrated and flexible procurement and logistics chains possible, broadening our supplier base, and managing costs even more effectively. We will also intensify our efforts to meet the ever-evolving global compliance requirements and have dedicated resources to manage this crucial aspect of our operations. . With our strong commitment to growth and innovation, we are confident that Petlas will continue to thrive and aim to be among the top 20 tire manufacturers in the near future. Together, let's create new opportunities, overcome obstacles, and achieve further success in the years to come.

NEW FACTORY INVESTMENT



Petlas Announces \$360 Million Investment in New Tire Production Facility to Boost Capacity and Employment

Petlas, a leading Turkish tire manufacturer, has announced plans to invest \$360 million in the construction of a new production facility adjacent to its existing plant in Kırşehir. Established in 1976, Petlas was initially founded to produce aircraft tires and was later acquired by Abdulkadir Özcan Group (AKO) in 2005. Since then, the company has expanded its production portfolio and focused on exports, becoming the largest tire exporter from Türkiye.

The new facility, which is expected to break ground in 2023, will focus solely on the production of tires for passenger cars and light commercial vehicles. This expansion will increase the company's current annual production capacity of 240,000 tons by 100,000 tons, reaching a total of 340,000 tons - a significant 42% increase. As a result, Petlas will create employment opportunities for 1,850 people, further contributing to the local economy and workforce.

The new plant will be equipped with state-of-the-art tire production technologies, making it a cutting-edge facility in the industry. The construction is expected to be completed between 2025 and 2026, with the new facility joining the ranks of the largest "mega" tire factories in Europe. Once finished, the Kırşehir facility will maintain its position as the biggest tire factory under one roof in the region, solidifying Petlas' status as a major player in the tire manufacturing industry.

Currently, Petlas holds the position of the largest tire exporter from Türkiye, and this expansion will help the company further strengthen its global presence and reach new markets.

This ambitious investment by Petlas demonstrates the company's long-term commitment to growth, innovation, and maintaining a leading position in the tire manufacturing industry. The project not only signifies a considerable financial investment but also highlights Petlas' dedication to providing high-quality products to its customers, increasing production capabilities, and contributing positively to the local and global economies.





AUTOMATED STORAGE SYSTEM

“

PETLAS ADOPTS INDUSTRY 4.0 TECHNOLOGY WITH NEW TIRE STORAGE SYSTEM

Petlas has invested in an intelligent storage system that allows for the storage of over one million tires without human handling. The system uses robotic systems to transfer the tires from the production process to the storage area after final inspection and automatic testing. The new technology also allows for multi-level storage and easy systematic shipment of the tires. The system is managed by special software, recording all storage activities and product movements.

According to the company's statement, Petlas is continuously working on increasing its production capacity and transitioning to

Industry 4.0 technologies. The new storage system is part of these efforts, as it helps to improve the efficiency of the production process by eliminating the need for manual handling of the tires. The system also allows for efficient tracking and management of the inventory, ensuring that the right tires are available at the right time.

The new storage system has a total capacity of over one million passenger, SUV, and light commercial vehicle tires. This allows Petlas to meet the demands of a wide range of customers, both in the domestic and international markets.



LEADING THE WAY

PETLAS' PARENT COMPANY AKO GROUP CONVERTS WASTE TIRES INTO SUSTAINABLE RAW MATERIALS WITH \$30 MILLION INVESTMENT

AKO Group, the parent company of Petlas, has invested 30 million dollars to open Europe's largest integrated end-of-life tire (ELT) recycling facility in Türkiye. The facility, located in Ankara Temelli, has a total area of 80,000 square meters, with 21,000 square meters being indoor space. This new facility will be able to convert 25% of Türkiye's annual waste tires into reusable semi-finished products by recycling 75,000 tons of tires annually.

TIRE RECYCLING FACILITY:

The facility will be able to convert 25% of Türkiye's annual waste tires into reusable semi-finished products by recycling 75,000 tons of tires annually. The regenerated rubber and steel obtained from the recycled tires will be utilized as high-quality raw materials in various industrial sectors. This facility is considered one of the most advanced and modern tire recycling facility in the world.

SUSTAINABILITY EFFORT:

This move has been considered as one of the largest sustainability effort in the tire industry, as it aims to prevent 75,000 tons of tire waste from causing harm to the environment every year and to prevent 280,000 tons of carbon emissions. The facility will play a major role in reducing the environmental impact of waste tires, which are a significant environmental problem, by converting them into raw materials that can be used in various industrial sectors.



COLLECTION OF WASTE TIRES

This will result in the single-handed conversion of 30% of Turkey's annual waste tires, helping to prevent environmental damage caused by these tires that do not decompose on their own. Petlas, as a leading tire manufacturer, is committed to sustainability and this facility is a testament to that commitment. Petlas is also dedicated to promoting environmental awareness and actively working to reduce the impact of its operations on the environment.

This facility is a major step forward in the tire industry's efforts to become more sustainable. By converting waste tires into reusable raw materials, this facility will significantly reduce the environmental impact of waste tires and help to promote a more sustainable future for the industry. Petlas will continue to invest in sustainable initiatives to promote a greener future.



PETLAS EXPANDS PRODUCT LINE WITH INNOVATIVE, HIGH-PERFORMANCE TIRES

NEW
Tires



Petlas has announced the expansion of its product line with the addition of new tires designed to meet the specific needs and requirements of different types of vehicles and conditions. The company's product development strategy focuses on producing tires that offer superior performance and safety in various weather and road conditions.

COMMITTED TO SAFETY AND PERFORMANCE PETLAS INTRODUCES NEW TIRES

According to Oğuz Ay, International Sales and Marketing Director of Petlas, the company is committed to producing tires that offer the highest level of performance and safety users. The new products are a testament to this commitment and Petlas is thrilled to continue introducing new and innovative products to the market.

INVESTING IN R&D

PETLAS ENSURES TIRE SAFETY, QUALITY, AND DURABILITY

Petlas continues to invest in research and development to ensure the tire safety, quality, and durability for customers all around the world. The company's R&D team consists of highly professional and dedicated engineers who follow all the innovations and work to improve both the brand and the performance of the products.

VANMASTER A / S

PETLAS UNVEILS VANMASTER A/S AN ALL-SEASON HIGH-PERFORMANCE LIGHT TRUCK TIRE

Petlas has announced the launch of its latest light commercial tire, the VanMaster A/S. This tire offers exceptional durability and an outstanding driving experience in all seasons, as well as high grip in all road conditions encountered in commercial applications.



CERTIFIED WITH 3 PEAK MOUNTAIN SNOWFLAKE RATINGS

The VanMaster A/S has been tested and approved for 3 peak mountain snowflake symbol, providing high grip and traction in severe snow conditions. This makes it an ideal choice for fleets who need the confidence to work in extreme weather and road conditions and who prefer to increase their work efficiency.

INNOVATIVE TREAD COMPOUND AND HIGH-STRENGTH CARCASS STRUCTURE

The VanMaster A/S features an innovative tread compound that improves overall handling, curving stability, and water dispersion ability in varying weather and road conditions throughout the year. Additionally, its high-strength carcass structure makes driving safe to use throughout the year.

SYMMETRICAL TREAD PATTERN STRUCTURE FOR SAFE BRAKING AND HANDLING

The symmetrical tread pattern structure of the VanMaster A/S offers safe braking distance on wet roads and safe handling on snowy roads. It also offers comfortable and quiet driving experience.

Available Now in 19 Different Sizes

The VanMaster A/S is available now in 19 different size combinations, ranging from 12 to 17 inches in rim diameter. This allows fleet managers to select the perfect size for their specific needs.

155	R12 C	8PR
155	R13 C	8PR
185	R14 C	8PR
195	R14 C	8PR
185/75	R16 C	8PR
195/75	R16 C	8PR
205/75	R16 C	10PR
215/75	R16 C	10PR
225/75	R16 C	10PR
195/70	R15 C	8PR
215/70	R15 C	8PR
225/70	R15 C	10PR
215/65	R15 C	6PR
205/65	R16 C	8PR
215/65	R16 C	8PR
225/65	R16 C	8PR
235/65	R16 C	12PR
195/60	R16 C	6PR
215/60	R17 C	8PR

In a statement, Oğuz Ay, International Sales and Marketing Director of Petlas, said, "We are proud to offer the long-lasting all-season pattern specially designed for fleets who need the confidence to work in extreme weather and road conditions, and want to increase their work efficiency."

NEW
Tires



VANMASTER A/S

SNOWMASTER 2 SNOWMASTER 2 SPORT

**SUPERIOR TRACTION AND SHORT
BRAKING DISTANCE ON SNOWY ROADS
AT LOW TEMPERATURES**

Petlas has announced the launch of two new winter passenger car tire patterns, the SnowMaster 2 and SnowMaster Sport 2. Both tire patterns have been developed to provide short braking distances, superior traction performance, and safety on snowy surfaces at low temperatures.



SNOWMASTER 2: WINTER PASSENGER CAR TIRE

The SnowMaster 2 is a winter passenger car tire that features a special tread design that provides superior traction and short braking distance on snowy ground, superior handling on snow, and reduced noise and increased traction performance. Additionally, the tire is also designed to provide a comfortable ride on dry roads.

SNOWMASTER 2 SPORT: HIGH-PERFORMANCE WINTER PASSENGER CAR TIRE

The SnowMaster 2 Sport is a high-performance winter passenger car tire that has been developed to offer short braking distances and superior handling on snowy roads, as well as a comfortable ride on dry roads. The tire features a special tread design that offers optimized performance in winter and in different road conditions, superior cornering safety, and wear resistance in turns, and superior snow and water evacuation at high speeds.

Currently Accessible in a Range of Sizes

Both SnowMaster 2 and SnowMaster Sport 2 are available now in variety of sizes that fits most of the passenger cars, allowing drivers to select the perfect size for their specific needs and driving style.

SnowMaster 2

155/80	R13	79T
165/80	R13	83T
155/70	R13	75T
165/70	R13	79T
175/70	R13	82T
165/70	R14	81T
175/70	R14	84T
175/70	R14	88T
185/70	R14	88T
155/65	R13	73T
155/65	R14	75T
165/65	R14	79T
175/65	R14	82T
185/65	R14	86T
175/65	R15	84T
185/65	R15	88H
185/65	R15	92H
195/65	R15	91H
195/65	R15	95H
205/65	R15	94H
205/65	R16	95H
185/60	R14	82H
185/60	R15	88H
195/60	R15	88H
205/60	R16	96H
185/55	R15	82H
195/55	R15	85H
185/55	R16	87H
195/55	R16	87H
205/55	R16	91H
195/50	R15	82H
195/50	R16	88H

SnowMaster 2 Sport

215/65	R16	102H
215/60	R16	99H
235/60	R16	100H
215/55	R16	97H
225/55	R16	99H
205/55	R17	95V
215/55	R17	98V
225/55	R17	101V
235/55	R17	103V
205/50	R17	93V
215/50	R17	95V
225/50	R17	98V
215/50	R18	92V
225/50	R18	99V
245/50	R18	104V
205/45	R17	88V
215/45	R17	91V
225/45	R17	94V
235/45	R17	97V
245/45	R17	99V
215/45	R18	93V
225/45	R18	95V
235/45	R18	98V
245/45	R18	100V
235/45	R19	99V
245/45	R19	102V

245/40	R17	95V
225/40	R18	92V
235/40	R18	95V
245/40	R18	97V
255/40	R18	99V
225/40	R19	93W
245/40	R19	98V
255/40	R19	100V
255/40	R20	101W

NEW
Tires



SNOWMASTER 2

SNOWMASTER 2 SPORT

P T X R D 3 4

NEW
Tires

INTRODUCING PTXRD34: THE DURABLE E3 CONSTRUCTION EQUIPMENT TIRE

PtxRD34 is a new addition to Petlas' industrial OTR product group, specifically designed for use on scraper vehicles. The tire boasts a durable E3 construction, making it perfect for heavy-duty operations in the construction industry.

SPECIAL TREAD DESIGN FOR SUPERIOR TRACTION AND LONG LIFE

33.25 R29 TL 209 B

The tire's special tread design offers excellent self-cleaning capabilities, and provides superior traction and long life. The specially developed tread compound provides resistance to cuts and heat, ensuring a longer lifespan for the tire.

ADDITIONAL TREAD PROTECTION

PtxRD34 also features protective tapes for additional tread protection, ensuring the tire is well-protected against any potential damage. The tire is built to last with its completely steel carcass structure. This makes PtxRD34 a reliable choice for construction equipment operators who can expect improved productivity and efficiency on the construction site.



P T X R D 3 5

NEW *Tires*

DESIGNED FOR ARTICULATED TRUCKS

PtxRD35 is a new addition to Petlas' industrial OTR product group, specifically designed for use on articulated trucks. With its low-profile design, it offers a superior performance in all types of ground.

NON-DIRECTIONAL AND SYMMETRICAL TREAD PATTERN

The tire features a non-directional and symmetrical tread pattern, providing excellent traction in all directions. Reinforced blocks increase block resistance on all types of ground, ensuring endurance for the tire.

OPTIMIZED CHANNEL ANGLES AND OPENINGS

PtxRD35 also offers a self-cleaning feature with optimized channel angles and openings, making it an ideal choice for heavy-duty operations in the construction industry.

SUPERIOR TRACTION AND WEAR RESISTANCE

The tire's specially designed full-empty ratio offers superior traction and wear resistance in every working conditions. The specially developed tread compound provides excellent resistance to cuts and heat, ensuring a longer lifespan for the tire.

650/65 R25 TL 180 B

PETLAS L4 TIRE

SUPERIOR PERFORMANCE AND DURABILITY FOR
DEMANDING APPLICATIONS

INTRODUCTION TO PETLAS L4 TIRES

Petlas offers a range of L4 tires that are specifically designed to excel in demanding applications such as articulated haulers, wheel loaders, quarries, and mine sites. These multi-purpose tires are engineered to deliver outstanding traction, durability, and longevity, ensuring optimal performance in challenging terrains.

NEW
Tires



PTXHD41 (E4/L4)
VERSATILITY AND LONG-LASTING PERFORMANCE

The PTXHD41 (E4/L4) tire is a versatile choice suitable for use in articulated haulers and wheel loaders. Its high tread depth and honeycomb-shaped block pattern structure provide excellent resistance to cuts and heat. With its specially developed tread mixture, this tire delivers long-lasting performance in various environments. The symmetrical and deep-toothed tread pattern ensures exceptional traction in all directions, while the optimized channel angles and openings offer effective self-cleaning capabilities. Here are some popular sizes available:

23.5	R25 TL	185B
26.5	R25 TL	209A2
29.5	R25 TL	200B

PTXTD41 (L4)
HIGH PERFORMANCE IN MARBLE QUARRIES AND MINE SITES

Designed specifically for wheel loaders in marble quarries and mine sites, the PTXTD41 (L4) tire boasts a deep-tread pattern and reinforced heel structure. Its wide blocks in the center enhance durability and provide traction on any type of ground. The non-directional, deep-toothed, wide-span tread pattern ensures excellent traction in all directions. With superior resistance to cuts and heat, this tire offers extended service life in highly demanding environments. Here are some popular sizes available:

26.5	R25	209A2
29.5	R25	216A2

NEW
Tires



PTXHD41 (E4/L4)

PTXTD41 (L4)

PETLAS SOLID TIRES NEW *Tires*

A VERSATILE CHOICE FOR FORKLIFT OPERATIONS

Petlas offers a range of solid tires designed specifically for forklifts. These tires are known for their durability and performance in demanding industrial environments. Petlas provides two variants of forklift tires: quick fit solid and standard fit solid tires. Each variant offers distinct advantages to cater to different application needs.

STANDARD FIT SOLID TIRES

ENHANCED STABILITY AND DURABILITY

Standard fit solid tires provide a secure and tight fit between the tire and the rim. This feature ensures maximum stability and prevents slippage during heavy-duty operations. These tires are well-suited for demanding environments that require excellent grip, load-carrying capacity, and durability.

IDEAL FOR HEAVY-DUTY APPLICATIONS

Forklift operators can rely on Petlas Standard fit solid tires to tackle challenging tasks with confidence. The inclusion of a lock ring offers enhanced security, making these tires the preferred choice for heavy-duty applications.

QUICK FIT SOLID TIRES

EASE OF INSTALLATION AND REMOVAL

Quick fit Solid tires offer the advantage of simplified installation and removal processes. The absence of a lock ring saves time and effort during tire changes. These tires provide reliable performance and are suitable for lighter load applications or less intense working conditions.

IDEAL FOR LIGHTER LOAD TASKS

Petlas quick fit Solid tires deliver convenience without compromising performance. Forklift operators can benefit from the ease and efficiency provided by these tires for lighter load tasks.

CONSIDER YOUR SPECIFIC NEEDS

When selecting between the two variants, it's important to assess your specific forklift application needs. If maximum stability and security are required for heavy-duty tasks, standard fit solid tires are recommended. On the other hand, if ease of installation and flexibility are more important for lighter load applications, solid tires QUICK FIT are a suitable choice.

SIZES

4.00-8	STANDARD FIT
4.00-8	QUICK FIT
18x7-8	STANDARD FIT
18x7-8	QUICK FIT
5.00-8	STANDARD FIT
5.00-8	QUICK FIT
15x4.5-8	STANDARD FIT
15x4.5-8	QUICK FIT
16x6-8	STANDARD FIT
16x6-8	QUICK FIT
21x8-9	STANDARD FIT
21x8-9	QUICK FIT
140/55-9	STANDARD FIT
140/55-9	QUICK FIT
6.50-10	STANDARD FIT
6.50-10	QUICK FIT
23x9-10	STANDARD FIT
23x9-10	QUICK FIT
200/50-10	STANDARD FIT
200/50-10	QUICK FIT

SIZES

23x10-12 ⁽³⁾	STANDARD FIT
23x10-12 ⁽³⁾	QUICK FIT
8.15-15	STANDARD FIT
8.15-15	QUICK FIT
27x10-12	STANDARD FIT
27x10-12	QUICK FIT
7.00-12	STANDARD FIT
7.00-12	QUICK FIT
250-15	STANDARD FIT
250-15	QUICK FIT
6.00-9	STANDARD FIT
6.00-9	QUICK FIT
8.15-15	STANDARD FIT
8.15-15	QUICK FIT
8.25-15	STANDARD FIT
8.25-15	QUICK FIT



Synergy in Motion
AMERICAN TRUCKS
AND
PETLAS TIRES



Synergy in Motion

AMERICAN TRUCKS AND PETLAS TIRES

American trucks, often termed as 'commercial freight vehicles' or 'heavy-duty transporters', are integral elements in the United States' goods transportation framework. These robust machines are meticulously engineered to address the diverse geographic and climatic challenges prevalent across the country. From navigating the congested urban arteries of cities like New York to cruising the expansive freeways that cut across the vast expanse of the Midwest, and ascending the steep gradients of the Rocky Mountains, these trucks are a testament to American ingenuity and engineering.

What sets American trucks apart from their counterparts in many other regions of the world is their size and capacity. American regulations generally permit larger and heavier vehicles on the road compared to European and Asian standards. Consequently, American trucks are designed to haul substantial loads over long distances, resulting in a higher freight tonnage per vehicle. Their larger size also often translates into a spacious and comfortable cabin, accommodating the long hours and sometimes overnight stays of American truck drivers.

THE IMPORTANCE OF QUALITY COMPONENTS A SPOTLIGHT ON TIRES

Given the weight of responsibility these vehicles bear, equipping them with quality components is paramount. One of the most critical components of any truck is its tires. They not only form the connection between the vehicle and the road but also significantly influence performance, fuel efficiency, and safety.

PETLAS: PIONEERING TIRE SOLUTIONS FOR AMERICAN TRUCKS

Renowned for innovative designs and superior quality, Petlas offers a selection of tires specifically designed to meet the unique demands of American trucks. With a focus on durability, performance, and safety, Petlas tires are engineered to exceed US Governmental Standards.

SR750: THE ULTIMATE ALL-POSITION TIRE FOR BALANCE, COMFORT, AND MANEUVERABILITY

The SR750 is an all-position tire, crafted for optimal balance, comfort, and maneuverability. Its innovative structure allows for effective water dispersion, reducing the risk of hydroplaning, and its uniquely designed tread pattern ensures even wear for a prolonged lifespan.

The SR750 is available in sizes 11R24.5, 11R22.5, 255/70 R22.5 and 295/75R22.5.

DR820: ENGINEERED FOR DRIVE AXLE PERFORMANCE

The DR820, designed explicitly for the drive axle with a closed shoulder design, ensures even tread pressure distribution from the shoulder to the center. This tire excels in wet conditions with its circumferential grooves effectively dispersing water, and it also boasts an increased tread depth for extended tire life.

The DR820 is available in sizes 11R22.5, 11R24.5, and 295/75R22.5.

SC710: DURABILITY FOR TOUGH CONDITIONS

Finally, the SC710 is a cut and chip-resistant tire, built to endure the rigors of construction sites and off-road use without compromising on highway performance. Its wide shoulder channels and zigzag block structure offer superior grip and safe braking performance. Other unique design features prevent pebble penetration and uneven wear, promoting longevity.

The SC710 is available in sizes 11 R22.5, 11 R24.5, 225/70 R22.5

CONCLUSION: MAXIMIZING PERFORMANCE WITH PETLAS

Petlas's high-quality, durable, and innovative tire solutions are designed to optimize the performance of American trucks, ensuring they continue to play their crucial role in the country's economy. Recognizing the unique needs of American trucks, Petlas has established itself as a trusted partner for truck operators, offering products that truly make a difference on the open road.

PETLAS' CREATIVE MARKETING INITIATIVES ACROSS THE GLOBE

As part of its international growth strategy, Petlas has initiated several marketing campaigns across various markets. These initiatives aim to further establish the brand's presence and convey its commitment to providing high-quality tire solutions to customers globally.

Romania: Branding Public Buses

In Romania, a notable marketing activity involved the branding of public buses with Petlas' insignia. This method effectively broadcasted the company's image and products to a wide range of commuters and pedestrians, thereby enhancing the brand's visibility in the bustling urban environment.

Austria: Mobile Advertisement with Light Truck Radial (LTR) Vehicle

Petlas continued its vehicular marketing approach in Austria, where it strategically utilized a Light Truck Radial (LTR) vehicle for brand promotion. The dressed-up vehicle served as a mobile advertisement for Petlas, covering a broad area and reaching diverse demographics as it traversed Austrian roads.

Azerbaijan: Signage Branding at Kaan Şirketi Dealership

Petlas strengthened its dealer relationships in Azerbaijan through a signage branding at a prestigious Kaan Şirketi dealership. The prominent display of the Petlas brand at a key dealer location served to enhance the brand's local presence and reputation for quality and customer satisfaction.

Each of these marketing initiatives is a testament to Petlas' commitment to robust international brand building. By continually seeking innovative methods to connect with customers and communities, Petlas solidifies its position as a leader in the global tire industry.



PETLAS TIRE CORPORATION MAKES A STRONG IMPRESSION AT MUNICH'S TRANSPORT LOGISTIC FAIR

Petlas Tire Corporation, a leading global tire manufacturer, has marked an impressive debut at the Transport und Logistics Fair in Munich. The fair, which attracted over 75,000 visitors from more than 120 countries, served as a premier international industry trade fair for logistics, mobility and supply chain management. With a remarkable participation of 2,320 exhibitors from 67 countries, the event served as an ideal platform for Petlas to display its comprehensive range of tire products and interact with professionals, potential clients, and existing customers in the industry.

Having implemented a robust network of regional wholesale dealers a year ago, Petlas has seen significant growth in the German market since 2021. The company's next step is to ensure deliveries within less than 24 hours to any destination in Germany.

At the fair, Petlas placed its focus on the Truck and Bus tire segment, where it already has a strong footing in markets with substantial truck fleets like Bulgaria and Romania. Petlas' commitment to premium quality products and exceptional customer service is expected to yield concrete results within 12 to 18 months.

At the fair, Petlas introduced two tire sizes: the 385/55R22.5 front tire and the 445/45R19.5 trailer tire, which cater to almost 95% of the European market demand. The company plans to launch new designs and sizes over the next 12 months in response to market needs.

The fair attracted much attention, marking a significant milestone for Petlas. The company's participation underscored its position as a key player in the tire industry, setting the stage for its promising future.



PETLAS STANDS OUT IN A SERIES OF INTERNATIONAL FAIRS

Petlas, a leading global tire brand, has been making significant strides in the international market, with strong representations in several high-profile industry fairs. This recent series of appearances demonstrates the brand's commitment to quality, innovation, and customer engagement.

At the Seebbe Fair 2023 in Belgrade, Petlas was represented by its dedicated dealer, Delta M.C., who consistently demonstrates the excellence of Petlas products. This renowned fair attracts a global audience with a strong interest in the tire industry, and Delta M.C. effectively showcased a wide range of Petlas' superior offerings. Their interaction with visitors offered valuable insights into the brand, emphasizing its market dominance.

Moving south to Greece, Petlas marked its presence at the Agro Thessaly Fair in Larissa in 2023. With the support of the enthusiastic dealer, Arina, Petlas connected with a diverse clientele and industry professionals. The team at Arina expertly displayed Petlas' innovative tire solutions, showcasing their comprehensive understanding of the products and capturing the attention of many attendees.

Petlas' representation was not limited to Europe. The brand made its mark at the CTT-EXPO Fair 2023 in Russia through its devoted dealer, AGROPRIMSHINA. Petlas' participation in the fair demonstrated its expanding presence in the global tire industry.

Petlas' participation in these fairs highlights its strong international dealer network and commitment to offering high-quality tire solutions worldwide. As Petlas continues its global expansion, we can expect to see its presence at fairs in various countries, strengthening its position in the global market.



Petlas' Resounding Success at THE TIRE COLOGNE 2022 Continues to Reverberate in 2023

We fondly remember our remarkable participation at THE TIRE COLOGNE 2022, and it fills us with pride. This esteemed event, widely recognized in the tire and wheel industry, provided us with an exceptional platform to showcase our diverse range of products, groundbreaking technologies, and unwavering commitment to excellence.

Petlas, a prominent name in the tire industry, left an indelible mark at THE TIRE COLOGNE 2022. With meticulous preparation, we presented captivating exhibition stands for both the Petlas and Starmaxx brands, capturing the attention of visitors from around the world. Our comprehensive lineup of tires catered to various needs, including passenger cars, SUVs, light commercial vehicles, heavy-duty trucks, long haul vehicles, agricultural machinery, multi-purpose applications, and even aircraft.

Abdulkadir Özcan, a member of the Petlas Board, emphasized the significance of this global gathering. THE TIRE COLOGNE allowed us to forge connections with tire industry representatives from Europe, the Commonwealth of Independent States, and multiple African countries—regions where we have been strategically focused on expanding our exports.

Özcan expressed his enthusiasm, stating, "At the Cologne Tire Fair, we proudly showcased our passenger, light commercial, heavy commercial, construction equipment, and agricultural tires. As the leading representative of Türkiye's tire industry, our exponential growth in exports reaffirms our commitment to achieving our growth targets and realizing our future vision. This event not only provided valuable industry insights but also allowed us to gauge the pulse of the tire market."



ON THE ROAD WITH PETLAS GERMAN CUSTOMERS SHARE THEIR EXPERIENCES 2022

Petlas, recently held a series of customer meetings in Germany to gather direct feedback. These testimonials from real users of Petlas products, ranging from transport companies to taxi services and logistics industries, offer valuable insight into the effectiveness and reliability of Petlas tires.

Building Trust with International Transport

Osman Gündüz, owner of Geowest Spedition, highlighted the critical role of trust in his business, particularly in ensuring the safe and timely delivery of goods. For Geowest Spedition, Petlas tires emerged as the top choice for their fleet of 45 trucks running between Germany and England, thanks to their quality, safety, profitability, and longevity. The constant technical support from Petlas also plays a significant role in their ongoing success.



Driving Comfort and Safety with Taxi Services

Taxi driver Matthias from Düsseldorf Airport, who travels around 450km on a daily basis emphasized the importance of comfort and safety for both drivers and passengers. For him, Petlas tires provide optimum grip and traction in all seasons and road conditions, contributing to an enjoyable and stress-free driving experience. In addition, Petlas tires'

durability and long-lasting performance have proven to be a significant cost-saving factor.

Supporting the Logistics Industry



Troja Company GmbH, represented by sales manager Tunahan Candur, explained how Petlas tires have been an essential component in their logistics and personnel transportation services. With nearly 200 people and several thousand Euros worth of commodities transported daily, the safety, durability, and fuel efficiency offered by Petlas tires have been key to their operations.

Promoting Quality in the Automotive Industry

Cemil Ozkan, with 37 years of experience in the automotive industry, has been a direct importer of Petlas tires from Turkey for the past five years. He emphasized that Petlas tires are suitable for all types of vehicles, from the most modern high-performance vehicles to standard cars, making them a reliable choice for any customer.



Scan the QR code for
inspiring Testimonial videos.



BUILDING BRIDGES PETLAS HOSTS URUGUAYAN PARTNERS FOR A UNIQUE JOURNEY THROUGH TÜRKİYE

Petlas had the honor of inviting a group of esteemed distributors from Uruguay for a remarkable journey to our home country, Türkiye. This visit underpinned Petlas' approach to being an interconnected global community that strives for excellence in every step of the way.

The journey commenced at Petlas' manufacturing facility in Kırşehir, the heart of Türkiye. Here, our Uruguayan partners were given an exclusive tour, demonstrating the meticulous craftsmanship and cutting-edge technology that goes into every tire Petlas produces. Having the opportunity to witness the intricate process from raw materials to finished products, they gained a profound understanding of the unwavering standards of quality and innovation that define Petlas.

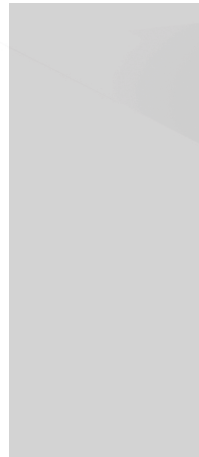
Following their visit to the dynamic factory floor, Petlas invited the group to a captivating

journey to the world-renowned landscape of Cappadocia. This part of the journey was a nod to the shared heritage and culture that unites us. As they navigated the breathtaking views, awe-inspiring rock formations, and centuries-old historical sites, the group was able to appreciate the rich tapestry of Türkiye, a nation that has been producing world-class crafts and products for millennia, of which Petlas is a proud contributor.

Finally, Petlas led the guests through a vibrant tour of Turkish culture. With a deep dive into the bustling life of Istanbul, the group experienced the lively blend of modern life and ancient traditions that epitomize Türkiye. Immersing in the rich variety of local cuisines,, walking through historic bazaars, and appreciating the exquisite architectural wonders, the group got a taste of the country's spirit that Petlas embodies in its work.

This event is a testament to Petlas' dedication to not only producing top-notch tires but also fostering a sense of community and partnership. Petlas reinforces the significance of collaboration in achieving shared success by further cultivating its relationships through initiatives like this. Undoubtedly, the visit made a lasting impression on the visitors, forging cherished memories and nurturing a stronger bond with Petlas.

Thank you for being part of our journey. As Petlas continues its pursuit of innovation and excellence in its products, it equally emphasizes the importance of fostering enriching partnerships and making meaningful contributions to the global community that Petlas and others are part of.



PETLAS SIGN A NEW FIVE-YEAR DISTRIBUTION AGREEMENT WITH MTS

Petlas Tire Corporation and Micheldever Tyre Services (MTS) have signed an exclusive five-year distribution agreement, with the rights to distribute its primary Petlas brand.

The new agreement will cover passenger cars, 4x4 vehicles, and light trucks in the United Kingdom until 2028.

Oğuz AY, Executive Director – International Sales and Marketing for Petlas said:

“This partnership is a testament to Petlas’s commitment to expanding our reach in the UK market and providing our customers with high-quality tyre solutions. With MTS’s expertise and commitment to providing outstanding services to its customers, we are confident that this partnership will drive growth and success for both companies. As we embark on this new partnership with Micheldever Tyre Services, Petlas is filled with excitement and anticipation for what the future holds.”

Jon Cowles, Chief Executive of MTS, added: “Micheldever is delighted to have been chosen by Petlas to support their Brand development programme in the UK replacement market.

“In establishing these close and mutually supportive partnerships over a long period it brings stability to both our staff and our loyal dealer partners, giving added confidence that they can continue to develop and sell the Petlas brand.”

We are pleased to include Petlas in our exclusive brand portfolio, given its successful track record in Europe and the USA, as well as its strong market position in Turkey. Additionally, we can quickly meet our customers’ requirements thanks to Petlas’s locally sourced production.

Petlas’s ongoing investment in product development and marketing, combined with Micheldever’s expertise in supporting customers in a dynamic and demanding market, sets the stage for an promising future for both parties.



SETTING THE STAGE FOR SUCCESS

PETLAS SALES AND MARKETING TEAM'S EVALUATION MEETING

At the start of 2023, the Petlas International Sales and Marketing Directorate convened for a crucial evaluation meeting. Led by the Sales and Marketing Director, Oğuz Ay, the team gathered to discuss the sector's predictions for the year ahead and establish new targets. The meeting served as an opportunity to review the achievements of 2022 and establish a trajectory for sustained success in 2023.

During the meeting, the team explored the sector's predictions for 2023, carefully analyzing market dynamics and identifying potential growth opportunities. With Mr. Ay's guidance, the team engaged in insightful discussions, examining marketing techniques and strategies to effectively capitalize on emerging trends and meet the evolving demands of customers.

Furthermore, the team showcased their proficiency and provided valuable perspectives on creating impactful campaigns that deeply connect with the target audience. They highlighted successful campaigns from the previous year that significantly enhanced brand awareness and drove customer engagement. The team emphasized the importance of understanding consumer behavior and utilizing data-driven insights to tailor marketing strategies effectively.

The Petlas Sales and Marketing team's achievements can be attributed to their unwavering devotion to understanding and meeting customer needs. Through active listening to client feedback, they have nurtured enduring partnerships based on trust and mutual benefit. Their responsiveness to customer preferences has spurred the creation of innovative solutions that cater to specific requirements, driving customer satisfaction and fostering loyalty.



At the end of the evaluation meeting, Oğuz Ay, the Sales and Marketing Director, expressed his confidence in the Petlas Sales and Marketing team's ability to achieve the set goals for 2023. He praised the team for their dedication, expertise, and collaborative spirit, recognizing their significant contribution to the company's achievements. Mr. Ay stated, "I have full faith in our Sales and Marketing team's capabilities. Their commitment to understanding our customers and implementing innovative strategies will undoubtedly propel us to new heights in 2023 and beyond."



DRIVING GROWTH AND EXPANSION IN THE AMERICAN MARKET

Petlas has experienced impressive growth in the American market. Through strategic partnerships with prestigious companies and a commitment to innovation and quality, Petlas has expanded its presence in key regions. The company has recorded significant advancements in various product groups, including PCR, AGR, and OTR, while also making notable investments in the TBR segment. With a strong focus on customer satisfaction and a reputation for excellence, Petlas continues to solidify its position as a trusted and preferred tire brand in the American market.

STRENGTHENING PARTNERSHIPS WITH PROMINENT AMERICAN COMPANIES

Petlas has forged valuable partnerships with prestigious American companies, contributing to its brand's success in the United States. Notable collaborations include Gateway Tire, Black's Tire, and Point S. Working closely with Gateway Tire across all product groups, Petlas has experienced substantial growth and market expansion in the Southeast and Midwest regions. The strong alliance with Black's Tire, specifically in the Agricultural, Off-The-Road and Passenger Car Radial segments, has significantly supported Petlas' market presence. Collaborating with Point S in the Agricultural, OTR, and PCR segments has further enhanced Petlas' brand visibility and customer engagement efforts. These partnerships have played a crucial role in Petlas' continued growth and success in the American market.

IMPRESSIVE GROWTH IN PCR, AGR, AND OTR GROUPS

Petlas has witnessed remarkable growth across multiple product groups, underscoring its dedication to meeting diverse customer demands and expanding its market share in the United States. In the PCR group, Petlas achieved an outstanding growth rate of 100% in 2022, despite the global slowdown in PCR sales. This success reflects Petlas' commitment to enhancing its presence in the American automotive industry. Moreover, the AGR and OTR segments have experienced significant growth of

55%. By manufacturing high-quality tires for tractors with 400 or more horsepower, Petlas aims to establish a prominent brand image and differentiate itself in the American market. The company's ongoing efforts to develop tire sizes for high-powered tractors until 2024 demonstrate its commitment to delivering cutting-edge solutions that cater to the specific needs of American farmers and contractors.

EXPANSION IN THE TBR GROUP AND PROJECTED GROWTH

Petlas has made significant strides in expanding its market share in the truck and bus radial (TBR) group by investing in research and development for tire production in special standards tailored to American type trucks. Through extensive R&D studies, Petlas is aiming to develop tires that meet the unique requirements of American commercial vehicles. These tires are being designed to deliver enhanced performance, exceptional durability, and advanced safety features, aligning with the stringent standards of the American commercial sector. With these ongoing R&D efforts, Petlas aims to solidify its position in the American commercial tire market and exceed its projected target of selling over 1,5 million TBR tires by 2025.

COMMITMENT TO INNOVATION, QUALITY, AND CUSTOMER SATISFACTION

Petlas' success in the American market is attributed to its unwavering commitment to innovation, quality, and customer satisfaction. The company continues to invest in research and development to deliver superior tire solutions that meet the evolving needs of American consumers.

By prioritizing product excellence, availability, and exceptional after-sales services, Petlas aims to reinforce its brand perception in the American market. The company's focus on innovation and customer-centricity ensures its continued growth and expansion, while maintaining its reputation as a trusted and preferred tire brand among American customers.

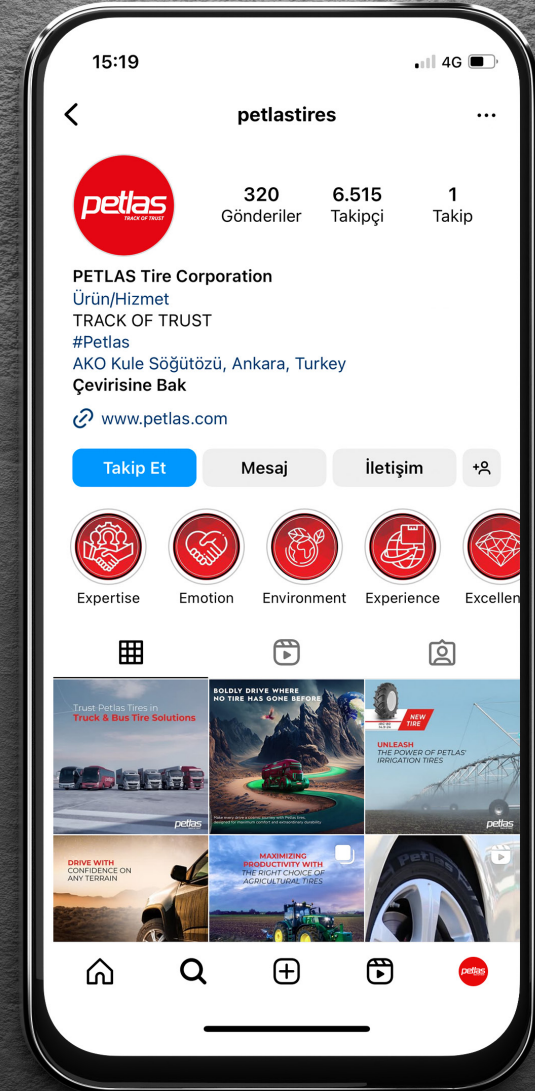
Follow

PETLAS ON SOCIAL MEDIA FOR EXCLUSIVE INSIGHTS AND NEWS!

Petlas invites you to join our social media community on Instagram, Facebook, LinkedIn, and YouTube. By following us, you'll have access to exclusive corporate updates, testimonials, products announcements, and engaging content that highlights our tire expertise. Stay connected with Petlas and be at the forefront of the tire industry's latest developments.



Click



T H A N K Y O U

petlas
TRACK OF TRUST

petlas.com