



NEWSLETTER / VOLUME 9



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**Oğuz AY**

Director - International Sales and Marketing

Dear valued partners,

As we close another dynamic six months in the tire industry, we are pleased to present our latest insights and developments at Petlas Tire Cooperation. The past half-year has been a period of both challenges and triumphs, reflecting our resilience and innovation in the face of global changes.

The last six months of 2023 have been pivotal for the tire industry. The ongoing Russia-Ukraine conflict, in the short term, has hindered the global economic recovery anticipated post-COVID-19. This conflict has led to economic sanctions, increased commodity prices, and supply chain disruptions, culminating in inflation across goods and services. These events have significantly impacted markets worldwide, challenging the tire industry's stability and adaptability.

During this challenging period, Petlas has taken decisive actions to ensure growth and stability. We have made strategic moves to strengthen our presence in the Middle East. Furthermore, our active participation in major fairs such as Automechanica Dubai, the SEMA Show, and Agritechnica demonstrated our commitment to staying at the forefront of industry developments and trends. A key part of our strategy has been the introduction of new products and the expansion of our size range, tailored to meet the changing needs of the market. This includes the launch of the IND-40, a new skid steer tire, and the Peaklander A/T and M/T, innovative SUV tires designed with the latest technology and available in a variety of sizes to cater to a wide range of vehicles and applications. These initiatives are a reflection of our adaptability and determination to not only face but also capitalize on the challenges presented by the current global scenario.

In this period of notable growth and success, the exceptional dedication and skill of our teams at Petlas have been the

driving force behind our achievements. Their efforts have not only addressed the immediate challenges but have also set the stage for continued success and innovation in the future. Looking ahead, our focus remains on progress and achieving our 2024 goals. We are committed to continual improvement, expanding our market reach, and introducing more innovative products. Our journey towards these objectives is fueled by our dedication to quality, sustainability, and customer satisfaction. In conclusion, despite the challenges faced, Petlas Tire Cooperation stands stronger than ever, ready to embrace the future with confidence and optimism.

Thank you for your continued support.



PETLAS VISIONARY APPROACH IN THE MIDDLE EAST TIRE MARKET

Petlas' strategic expansion in the Middle East reflects a deep understanding of the region's unique market dynamics and a commitment to meeting its specific needs. With an array of diverse, high-quality products, particularly tailored for all kind of vehicles, Petlas is at the forefront of catering to the growing demands of this vibrant market. Petlas tires, developed with cutting-edge technology, embody our dedication to innovation and align with the rapid developmental pace of the region.

Vision for Market Leadership

Our vision in the Middle East goes beyond achieving sales targets; it encompasses leading the tire market through sustainable and strategic growth. Central to this vision is the establishment of enduring partnerships with regional agents, a testament to our collaborative and forward-thinking approach. In pursuit of this shared strategy, we are supporting our presence by launching new regional offices in pivotal locations such as Saudi Arabia and Qatar. This expansion is a strategic move to fortify our relationships with partners and enhance our service delivery in the region.

Setting Standards in the Region

In terms of market presence, Petlas has set distinct standards in the Middle East and Africa. Our leadership in agricultural tires is well-recognized, with countries like Egypt, Saudi Arabia, Algeria, Iraq, and Morocco evidencing a strong preference for our products. In the Passenger Car Tires segment, we have successfully captured a significant 20% market share in various countries across the Middle East and North Africa. Our consistent growth in other tire categories is also indicative of our commitment to becoming the market leader in each segment.



Future of the **Fleet Tire Market**

The Rising Importance of Fleet Segment in the Tire Market

The fleet tire market is experiencing robust growth, driven by global demographic and economic trends. According to the “Future of Fleet Tires to 2026” report by Smithers, the demand for fleet tires in the light vehicle and truck/bus segments reached \$64.6 billion in 2021. This market is projected to grow at 8.7% per year through 2026, outpacing the overall tire market’s recovery from COVID-19. In unit terms, the growth is even more pronounced, with an expected increase from over 413 million units in 2021 to nearly 634 million units in 2026, marking an annual growth rate of 8.9%. This significant expansion is attributed to a recovery in fleet penetration rates and shifting mobility trends, indicating a transformative period for the vehicle and tire markets. →

Petlas' Strategic Position in the Fleet Tire Market

Petlas, with its finger on the pulse of these market shifts, has strategically positioned its fleet tire offerings to align with these emerging trends. Recognizing the importance of this segment, Petlas has focused on developing a range of tires that cater to the varied needs of the fleet market, from light vehicles to heavy-duty trucks and buses. This approach is not just about meeting current demands; it's about anticipating future needs and setting new standards in tire performance and durability.

Recognizing the growing importance of the fleet segment, Petlas has strategically positioned its fleet tire offerings to meet this rising demand. Petlas fleet tires, designed with durability and efficiency in mind, cater to both light vehicles and heavy-duty trucks and buses.

Petlas LTR Tires: Designed for light trucks and vans, this range includes the Full Power PT825, PT825 Plus, PT835, PT925, and PT935, as well as the Van Master. These tires are engineered for durability, fuel efficiency, and exceptional road handling, making them ideal for fleet vehicles that require reliability and cost-effectiveness.

Petlas Truck & Bus Tires for Long Haul:

This category includes the SH 100, SH 105, SH 110, RH 100, and RH 100 Plus tires, specifically developed for long-haul. These tires offer a combination of extended wear life, improved fuel efficiency, and enhanced stability, essential for long-distance transportation.

Petlas Trailer Tires:

The NH 100 Progreen, NZ 300, and NZ 305 are designed for trailer applications. They provide superior traction, high load-carrying capacity, and robust construction to withstand the demands of constant use in fleet operations.

Petlas Urban Bus Tires:

The SU 500, SUW 550, RUW 550, and RU 500 are tailored for urban bus fleets. These tires are optimized for frequent stops and starts, offering excellent grip, reduced noise levels, and increased passenger comfort.



Each of these tires embodies Petlas' commitment to quality, safety, and sustainability, ensuring that fleet operators can rely on our products for their varied and demanding requirements. Additionally, our success in providing the most demanded tire sizes for every market is a testament to our understanding of and responsiveness to customer needs. This ability to supply a wide range of sizes ensures that we can cater to the specific requirements of different vehicles and applications within the fleet segment.

By continuously adapting to the evolving needs of the fleet market, Petlas is poised to maintain and strengthen its position as a strong provider of fleet tire solutions. We not only meet but also anticipate the needs of this critical segment, demonstrating our agility and foresight in a rapidly changing industry.



REGROOVING TIRES

Regrooving: Maximizing Tire Life and Performance

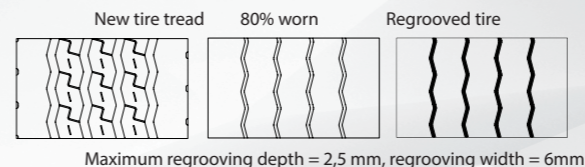
In the world of tire maintenance, regrooving stands out as a pivotal practice that extends the life and enhances the performance of tires. This process, which involves carefully carving out the worn tread of a tire to reveal a new layer, provides additional depth and improved grip. Regrooving is not only economically beneficial by prolonging tire life but also contributes to safety and efficiency on the road.

For commercial vehicles, especially those in heavy-duty applications, regrooving can significantly impact operational costs and vehicle performance. However, it's essential to ensure that tires are designed for regrooving and that the process is performed by skilled professionals, adhering to precise measurements to maintain tire integrity and safety.

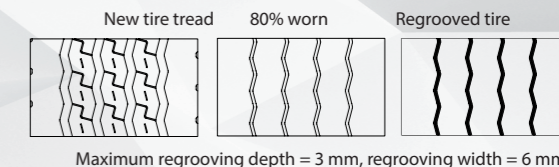
Optimal Timing for Regrooving Petlas Truck and Bus Tires

To maximize the benefits of regrooving, it is important to regroove Petlas truck and bus tires while there is still sufficient tread depth remaining. For regular highway use, a suggested remaining tread depth of 3-4mm is appropriate. In operating conditions prone to penetration damage, such as rugged terrains or construction sites, a remaining tread depth of 5-6mm is advisable. These guidelines help in effectively increasing the mileage potential of the tires and optimizing cost efficiency, while ensuring high performance and durability.

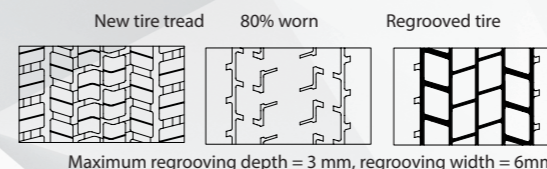
NH100 17,5"



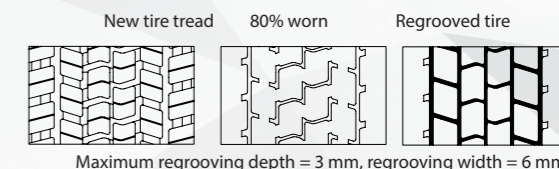
NH100 19,5"



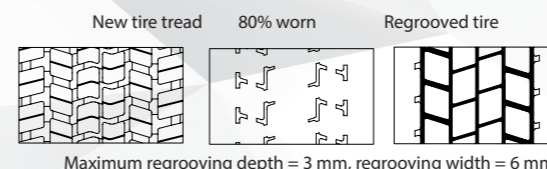
RH100 315/80R22,5



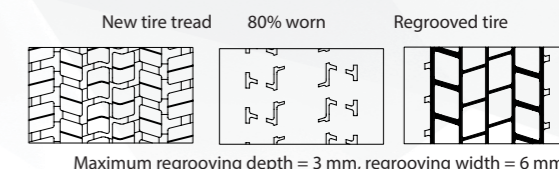
RH100 19,5" - 22,5"



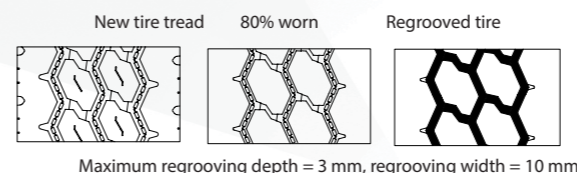
RH100 PLUS 295/80R22,5



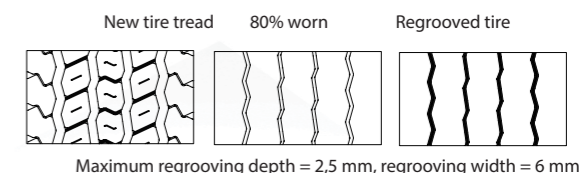
RH100 315/70R22,5 22,5"



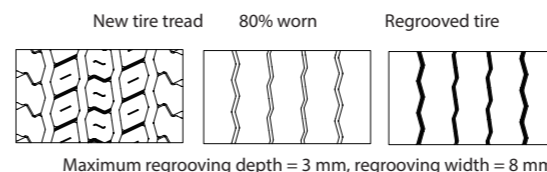
DR820 22,5"



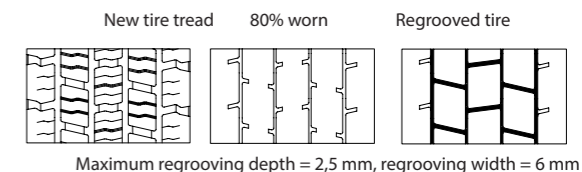
NZ305 17,5"



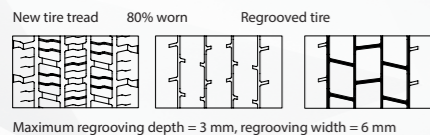
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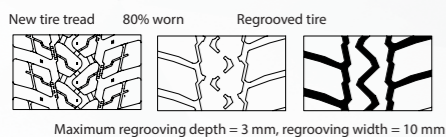
RZ300 17,5"



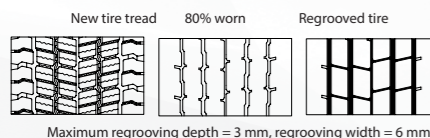
RZ300 19,5"



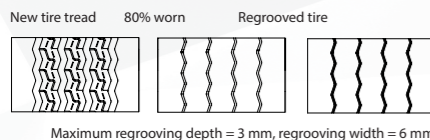
RC700 PLUS R22,5"



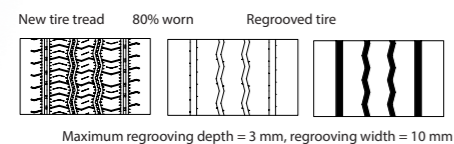
RUW550 22,5"



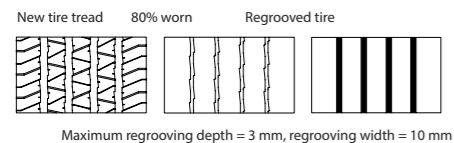
NZ300 22,5"



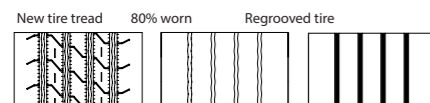
SH100 19,5"



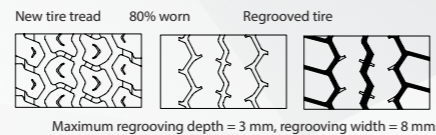
SH105 22,5"



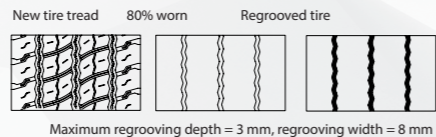
SH110 22,5"



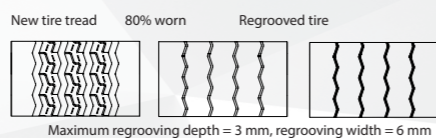
NCW710



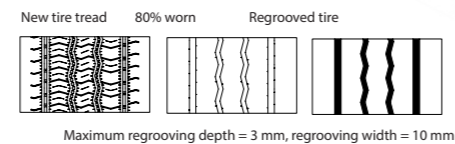
RU 500 22,5"



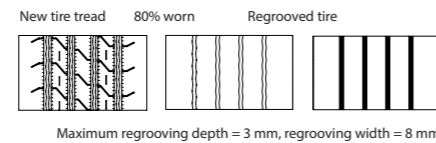
NZ300 19,5"



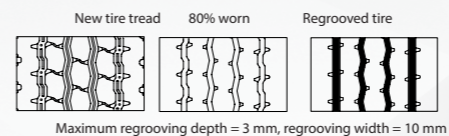
SH100 22,5"



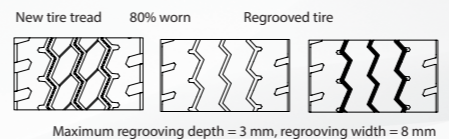
SH110 19,5"



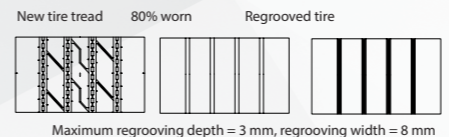
SC700 22,5"



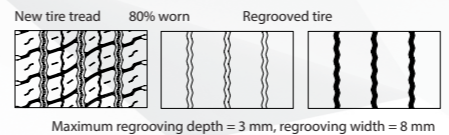
SC710 24,5"



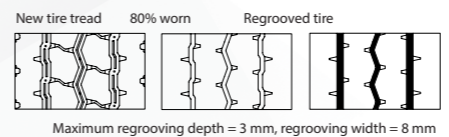
SR750 24,5"



SU500 22,5"



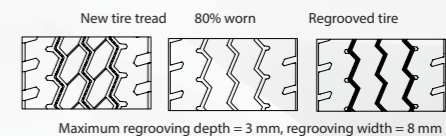
SY800 22,5"



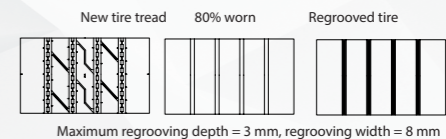
RM905 22,5"



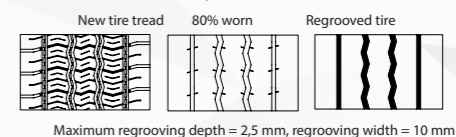
SC710 22,5"



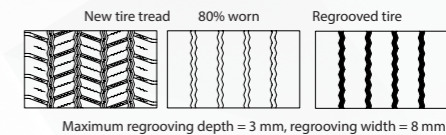
SR750 22,5"



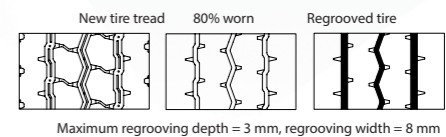
SZ300 17,5"



SUW550 22,5"



SY800 24"



NEW TIRE

PETLAS INTRODUCES THE NEW IND-40 PATTERN:

REVOLUTIONIZING PERFORMANCE FOR SKID STEERS



Petlas is thrilled to announce the launch of the IND-40, a new addition to our tire lineup, explicitly engineered for skid steers. This latest innovation is engineered to excel in demanding environments such as scrap yards, recycling facilities, and mining applications. **The IND-40 series, which includes sizes 10-16.5 /138A3 and 12-16.5 / 147A3,** is a testament to Petlas' commitment to delivering solutions that are not just reliable but also push the boundaries of efficiency and durability.

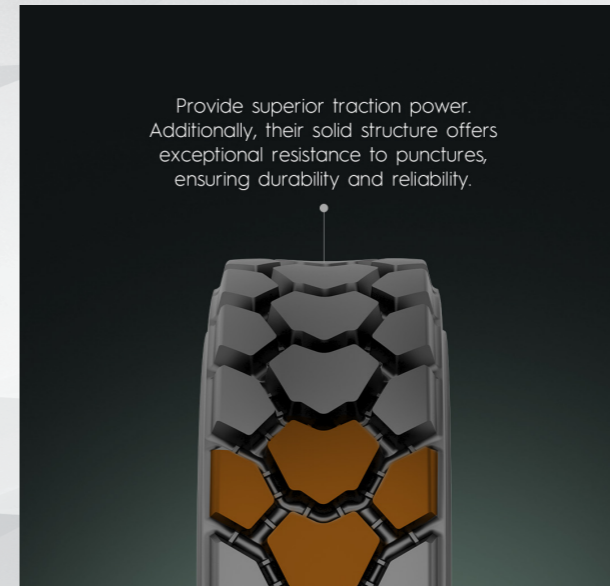
Designed for the Toughest Conditions

The IND-40 is more than just a tire; it's a resilient powerhouse designed to thrive in the most challenging conditions. Its wide center blocks offer exceptional durability and maneuverability, making precise turns and quick maneuvers effortless. This tire is crafted to navigate tight spaces with unparalleled control and stability, ensuring top performance in rugged terrains.

Advanced Features for Unmatched Performance

Every aspect of the IND-40 has been meticulously designed to enhance your operations:

Directional Traction Design: The tread pattern, composed of large blocks, provides unmatched traction, ensuring steady movement in all conditions.



Robust Carcass Construction: The tire's construction is reinforced to offer enhanced puncture resistance, sustaining performance even in the harshest environments.

Specialized Tread Compound: Developed to resist cuts, chunking, and wear, this compound extends the tire's life and maintains its integrity even under extreme usage.

A Commitment to Continuous Innovation

At Petlas, our dedication to tire enhancement is unwavering. The IND-40 mirrors our ongoing efforts to deliver effective solutions tailored to the diverse needs of various vehicles. Choosing Petlas means opting for a partnership that focuses not just on providing a tire, but on enhancing productivity and reliability in your operations.

The IND-40 is more than just a new tire; it represents a leap forward in our quest to meet the evolving needs of the industry. With this latest addition, Petlas continues to redefine the standards of performance, resilience, and reliability in tires for heavy-duty applications.

PETLAS EXPANDING DIMENSIONS IN TRUCK AND BUS TIRES

In the ever-evolving realm of Truck and Bus tires, Petlas emerges as a key player, recognizing the immense potential within this dynamic segment. Petlas' global reach extends far beyond borders, now spanning over 130 countries worldwide.

At Petlas, the maintenance of premium quality in products and the delivery of exceptional customer service are regarded as indispensable elements for success in this competitive sector. In collaboration with industry professionals, a deep understanding is cultivated, recognizing that performance and durability are paramount, and the decision-making process involves meticulous consideration of factors, often driven by precise mathematical analysis.

Meeting Market Demand: Expanding Size Range

Within this year, Petlas has announced the production commencement of the 385/55 R22.5 SH 110 pattern for the front tire position, which is designed with a distinctive pattern for outstanding wet grip with an "A" label value. Featuring an optimized tread for resistance against irregular wear, and a robust carcass structure to guard against cuts SH110 ensures longevity—a testament to Petlas' commitment to delivering top-tier products.

Anticipating the needs of the European markets, Petlas is set to launch the 445/45 R19.5 trailer tire size in the near future with NZ300 pattern.

In an expansion of product offerings, it is with excitement that the RC700 Plus pattern, well-regarded for its applicability in mixed service, will now incorporate the 13.R 22.5 size. RC700 Plus On/Off pattern is meticulously engineered to deliver high mileage, resist damage, and provide optimal traction on both asphalt and construction sites. Holding the 3PMSF and M+S certifications, it attains approval for use on snowy roads.

Furthermore, the 315/80 R22.5 size will soon be launched with RM910 pattern which is an Off-Road pattern that is designed for heavy terrains at construction sites, exemplifying a commitment to versatility and performance by Petlas.

This expansions are geared towards covering almost 95% of the European market demand in terms of size range, underscoring Petlas' commitment to addressing diverse customer requirements.

Commitment to Ongoing Innovation

In a demonstration of unwavering commitment to innovation, a range of new designs and sizes is set to be introduced by Petlas within 2024. This strategic initiative aligns with a proactive approach to staying attuned to evolving market dynamics. Simultaneously, efforts are underway to elevate label values, marking a clear indication of dedication to excellence. Significant developments in the coming months can be anticipated as Petlas embarks on a transformative journey to meet market needs.

In a concurrent effort, a new long-haul bus tire is being diligently developed by the research and development team at Petlas. This tire is crafted to surpass industry expectations, with its capabilities shaped by performance-enhancing research and development activities. Notably, it is currently in the testing phase, undergoing rigorous assessments to ensure optimal performance and durability.

In addition to these advancements, Petlas' truck & bus product range boasts an impressive diversity, featuring 19 distinct patterns and 75 different items already. With a dedicated focus on research and development, Petlas operates two specialized laboratories, acting as innovation hubs to continually enhance our tire offerings. Further, the testing phase for developed tires occurs on a dedicated track, providing a robust platform for comprehensive evaluations of tire performance and reliability. This holistic approach ensures tire refinement and validation, starting from the initial development stages and extending through real-world testing—a testament to Petlas's commitment to delivering top-tier products for every journey.



Petlas' Customer-Centric and Excellence-Driven Strategy: Strengthening Partnerships and Expanding Horizons

At Petlas, our commitment to excellence and customer satisfaction drives every decision we make. We believe in building strong, enduring relationships with our partners, constantly striving to exceed expectations and deliver superior quality. Our strategy is not only about creating top-notch products but also about forging lasting connections that are based on trust, collaboration, and a shared vision for success.

We are proud to share the latest developments in our journey of collaborative growth, showcasing how these partnerships embody our customer-centric and excellence-driven approach. →





Agro Guma: Consolidating Our Presence in North Macedonia

We are excited to announce the extension of our distributorship agreement with Agro Guma for an additional three years. This renewal reinforces our position as the market leader in North Macedonia. Agro Guma's dedication to excellence and customer service aligns perfectly with our values, and this extended partnership is set to bring more innovative solutions to our customers in the region.



Delta MC: A Sustained Partnership in Serbia

Our relationship with Delta MC in the Serbian market is going from strength to strength, with the extension of our distributor agreement until 2025. This prolonged partnership is a testament to the synergy and shared vision between Petlas and Delta MC. Over the years, we have worked hand-in-hand to deliver exceptional products and services, and this renewed agreement is a promise of continued collaboration and growth.



Celebrating a Milestone: 13 Years with Global Shared Service B.V.

As we continue to strengthen our global partnerships, we celebrate a significant milestone in our collaborative journey – the 13th anniversary of our distributorship with Global Shared Service B.V. This partnership exemplifies our commitment to long-term relationships and mutual growth. Reflecting on our journey together, we recognize the invaluable contributions and unwavering support of Global Shared Service B.V., which have been instrumental in driving our success forward.

A Future Built on Strong Partnerships

These renewed agreements are just a few examples of our global partnerships. Each relationship we build and renew is a step forward in our mission to be a leading tire manufacturer and provider, dedicated to excellence and driven by a customer-first approach. We look forward to continuing these fruitful collaborations and forging new ones as we expand our horizons and set new benchmarks in the tire industry.

PETLAS' STRATEGIC FOCUS ON FAIR PARTICIPATIONS IN THE LATTER HALF OF 2023

In the latter half of 2023, Petlas has placed a strategic emphasis on participating in key international fairs within the global tire industry. The fairs we attended during this period not only reflect our dedication to remaining at the forefront of technological advancements but also demonstrate our ongoing efforts to expand our reach across diverse regions.

IAA MOBILITY: INNOVATING FOR THE FUTURE

At IAA Mobility, one of the most prestigious automotive events, Petlas proudly presented our latest winter tire innovations – the SnowMaster 2 and SnowMaster 2 Sport. These tires, engineered for optimal performance in challenging winter conditions, were the result of extensive research and testing. The event was a showcase of our determination to expand our reach in the global market, with a particular focus on the European market.



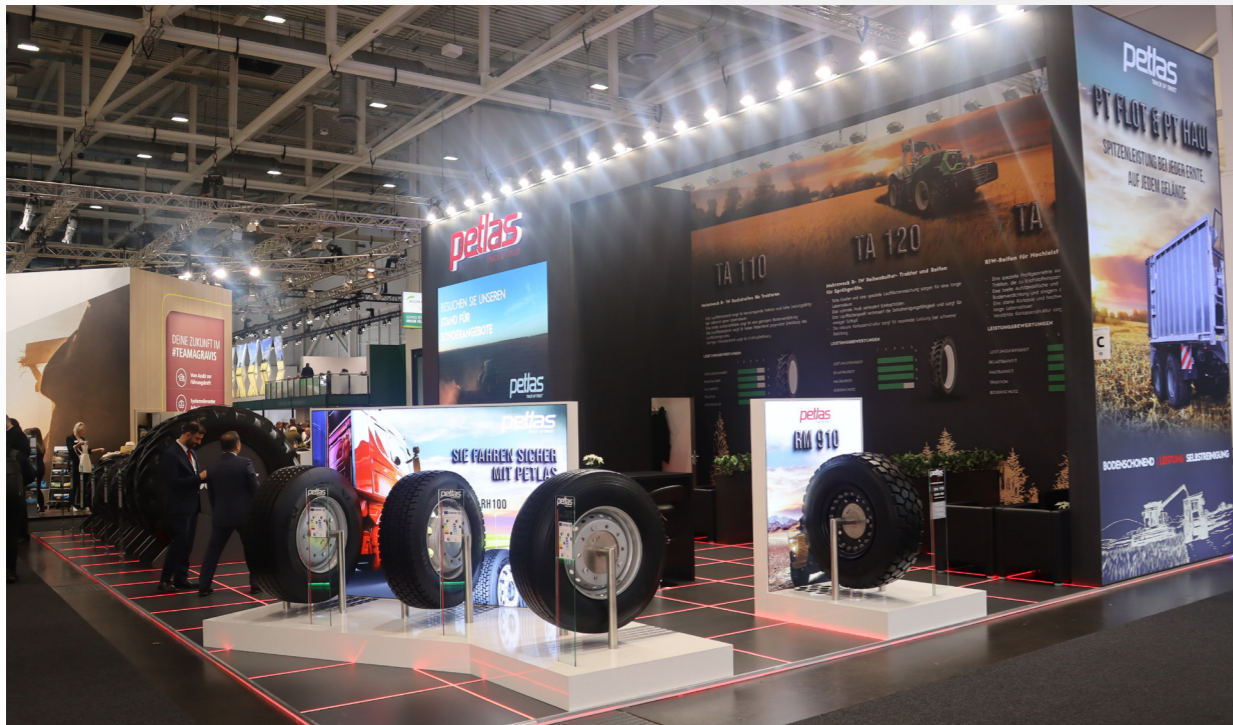
AUTOMECHANICA DUBAI: A GATEWAY TO THE MIDDLE EAST AND BEYOND

Automechanica Dubai served as a pivotal platform for Petlas, where we not only displayed our extensive tire range but also demonstrated our latest technological innovations. This event was especially significant as we made a major announcement about our expansion in the Middle East, with the opening of new sales offices in Qatar and Dubai. This strategic move is set to enhance our service capabilities and market presence in the region, further solidifying our commitment to meeting the diverse needs of our customers in the Middle East and surrounding regions.



AGRITECHNICA: REVOLUTIONIZING AGRICULTURAL TIRES

Petlas' presence at Agritechnica 2023 marked a pivotal moment in solidifying our foothold in the agricultural tire market. At this premier global event, showcasing both Petlas and Starmaxx brands, we not only introduced new sizes in our Flotation Radial range but also forged valuable connections with industry professionals. Our participation facilitated significant networking opportunities, allowing us to engage with experts in the sector, and to discuss future trends and innovations. This event was a platform for fruitful exchanges and partnerships, paving the way for future growth and collaborations in the agricultural tire industry.



SEMA SHOW: MAKING A MARK IN THE AMERICAN MARKET

The SEMA Show was a landmark event for Petlas in the American market. Here, we showcased a selection of our tires, designed to meet the unique demands of the American automotive landscape. Our presence at the SEMA Show was not just about product showcase; it was an opportunity to engage with industry experts, gather insights, and strengthen our brand presence in the competitive American market.



FIHAV: EXPANDING GLOBAL NETWORKS



At FIHAV 2023, we had the opportunity to engage with a diverse array of businesses and industry professionals. This event was instrumental in fostering fruitful discussions, exploring potential partnerships, and gaining a deeper understanding of the global market dynamics. Our participation, alongside our country distributor, underscored our commitment to strengthening our international connections and expanding our global footprint.

Tangible Outcomes from Our Strategic Fair Participations

Reflecting on our active participation in these key international fairs throughout the latter half of 2023, it's evident that our involvement has yielded tangible benefits and significant milestones for Petlas. These events have not only reinforced our global brand presence but have also led to concrete outcomes, including the establishment of new partnerships, expansion into new markets, and increased engagement with industry leaders and customers.



Our presence at these fairs has translated into a deeper understanding of market needs, driving us to innovate and tailor our products to meet these evolving demands. This proactive approach has resulted in a notable increase in both customer interest and sales leads, affirming the effectiveness of our strategic engagements. As we move forward, these experiences continue to shape our strategies, ensuring that Petlas remains at the forefront of the tire industry, driving growth and success in an ever-changing global landscape.

Strengthening Regional Representations and Expanding Market Reach

In the past six months, Petlas has embarked on a focused campaign to enhance the visibility and impact of our country and regional representations. This initiative is a key element of our global strategy to strengthen our market presence and deepen our connection with customers.

Targeted Initiatives for Enhanced Local Presence

Our efforts have been centered on targeted initiatives that boost the visibility of Petlas in key markets. This includes revamping dealership facades, enhancing in-store branding, and rolling out localized marketing campaigns. By improving our physical presence, we aim to make Petlas a more prominent and accessible brand in various regions.

Collaborative Efforts with Regional Teams

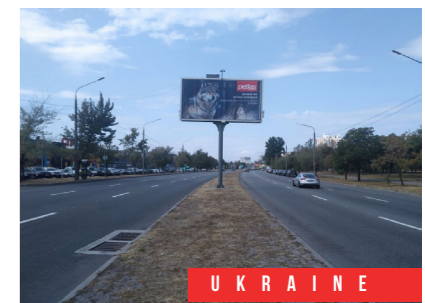
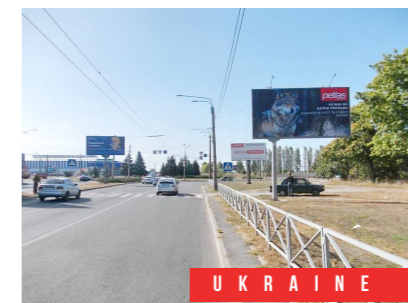
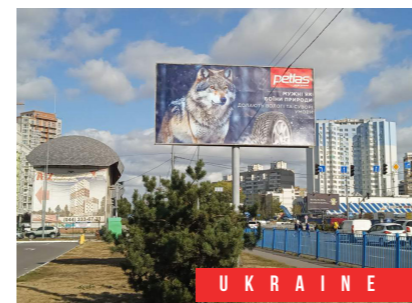
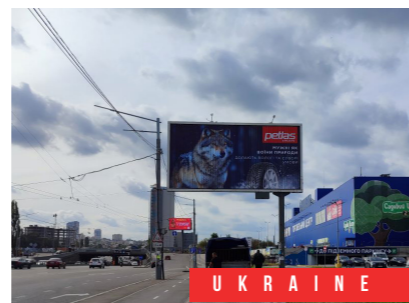
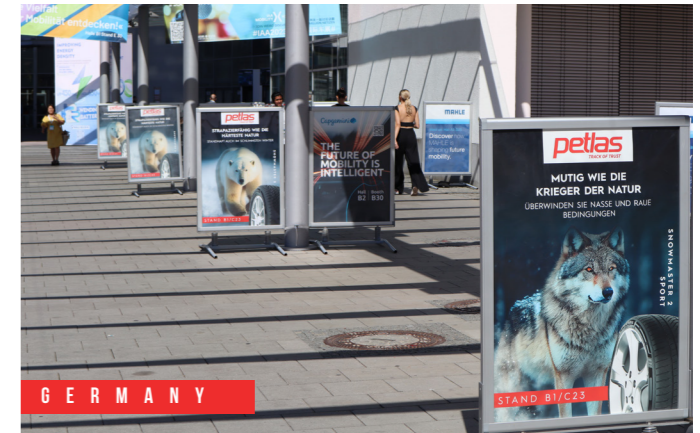
Central to our strategy is the collaboration with our regional teams to tailor our approach to each market's unique needs and cultural context. This collaboration has resulted in more effective and locally resonant marketing activities, helping to build a stronger, more relatable brand image in these regions.

A Unified Brand Experience

Our goal is to create a unified brand experience across all touchpoints. Whether it's a dealership in North Macedonia or a marketing campaign in Germany, our aim is to ensure that every interaction with Petlas reflects our global standards of quality and service, while also catering to local preferences.

Measurable Impact and Future Directions

These strategic efforts have already started to yield positive results, with increased brand recognition and customer engagement in our target markets. Looking forward, we will continue to focus on these key areas, ensuring that Petlas not only grows globally but also remains a relevant and preferred brand in every region we serve.



PETLAS' EXCITED JOURNEY IN MOTORSPORTS:

ACCELERATING TALENT AND INNOVATION

In the dynamic arena of motorsports, Petlas plays an integral role, contributing to the development of talent and fostering innovation. Our recent participation in a variety of motorsport events globally demonstrates our commitment to this exciting sport and our efforts to establish ourselves as a supportive force in this domain.

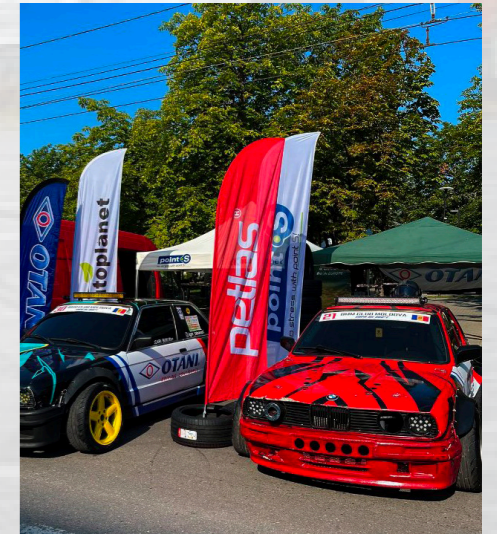
Drifting to New Heights: Trofeu Regional Drift, Portugal

In Portugal, the Trofeu Regional Drift series unfolded across four stages, including remarkable events in Madeira, at Água de Pena and Funchal on the 2nd, 3rd, and 10th of September. The majority of participants traveled from mainland Portugal to compete in these thrilling races. In collaboration with our distributor, Arnaldo&Berenguer, we marked our presence at the finish line with a striking Petlas inflatable stand. Beyond branding, our distributor played a vital role in the event, managing tire fitting and maintenance, showcasing our commitment to supporting motorsports at every level.



Making Tracks in Moldova: Moldova Drift Championship

In the Moldova Drift Championship, our collaboration with Natvex, our distributor in the region, provided us with a unique platform to engage with the Eastern European motorsports community. Through this partnership, we showcased the quality and performance of Petlas tires in a dynamic drifting environment. This event not only enhanced our presence in the regional motorsport scene but also highlighted the strength of our collaboration with Natvex in bringing high-performance tires to the forefront of competitive drifting.



Nurturing Future Stars: Collaboration with TOSFED

In a groundbreaking collaboration with the Turkish Motorsports Federation (TOSFED), we recently orchestrated a racing event aimed at uncovering and nurturing young talents in motorsports. This event featured three distinct racing formats, and notably, all competing vehicles were equipped with high-performance Petlas tires. This crucial aspect not only ensured optimum performance and safety for the participants but also demonstrated the reliability and quality of our tires in demanding racing conditions. Our partnership with TOSFED is a significant step towards fostering the next generation of racing stars, offering them real-world racing experiences and contributing substantially to their development with the support of our top-tier tires.



Conquering Offroad: Petlas Turkey Offroad Championship

As the name sponsor of the Petlas Turkey Offroad Championship, we continue our commitment to the adrenaline-pumping world of offroad racing. With various stages and challenging races, our support in this championship underscores our dedication to diverse motorsport disciplines.

Rallying for Victory: Petrol Ofisi Maxima 2023 Turkey Rally Championship

The Petrol Ofisi Maxima 2023 Turkey Rally Championship's 5th race, known as the Ege Rally, was an exceptional display of skill and endurance in the world of rally racing. This event, part of the prestigious championship series, saw several teams compete fiercely for the top spot. A notable aspect of the race was the use of Petlas Motorsport-developed Petlas Rally tires on many competing vehicles. These high-performance tires played a crucial role in the competition, showcasing our advanced tire technology's impact in the demanding conditions of rally racing. The event was not only a testament to the racers' talents but also to the reliability and performance of Petlas tires in challenging rally environments.



Celebrating a Century: 100th Year Rally and 2023 Turkey Baja Championship

In a special event marking the centenary of Republic of Türkiye, the 4th race of the Petrol Ofisi Maxima 2023 Türkiye Rally Championship, the 100th Year Rally, and the 2nd leg of the 2023 Turkey Baja Championship took place in Bolu from October 27th to 29th. Fifteen cars and thirty athletes raced on Petlas Motorsport-developed Petlas Rally tires, showcasing our significant contribution to the world of rally racing.





Petlas & Catania Gomme Supports Local Sports in Sicily

Petlas, in collaboration with our distributor Catania Gomme, has extended our sports sponsorships to include the local Padel tennis team in Partanna, Sicily. This support is a natural extension of our involvement in various sports, emphasizing our commitment to engaging with and supporting local communities. By backing the Padel tennis team, we aim to contribute positively to local sports development and reinforce our presence in diverse sporting arenas. This initiative showcases our approach to community engagement through sports, reaching beyond our traditional focus on motorsports.



PETLAS UNVEILS NEW VISION: EMBARKING ON A JOURNEY BEYOND CONVENTIONAL ROADS

Petlas Tire Corporation, in a bold move that transcends traditional boundaries, has recently introduced a concept that redefines the future of tire technology and mobility. Initially presented in our innovative 2024 calendar, this concept goes beyond mere artistic expression; it symbolizes a new roadmap for Petlas, paving the way towards uncharted territories in tire innovation.



Charting a Course for Innovation

This visionary approach is a strategic pivot for Petlas, signifying our dedication to being at the forefront of technological advancements. The fantastical vehicles and scenarios featured in the calendar are metaphors for our ambition to develop tires that can withstand and excel in any environment – be it on earth or beyond. This concept is a glimpse into our aspiration to create products that are not only innovative but also capable of revolutionizing the way we think about mobility and tire performance.

Beyond the Calendar: A Blueprint for the Future

While the 2024 calendar serves as a creative showcase, its true value lies in its representation of Petlas's broader strategy. We are not just creating tires; we are crafting a future where our products play a pivotal role in driving innovation across various landscapes and applications. This new direction is a commitment to research, development, and the pursuit of excellence, ensuring that Petlas continues to be synonymous with quality and innovation.



ULUDAĞ: A JEWEL IN TURKIYE'S CROWN OF NATURAL WONDERS

Uludağ, situated just 36 km from the heart of Bursa city, has long been celebrated as a national park since 1961. Encompassing an impressive area of 11,338 hectares, including the National Park, Uludağ is a beacon of natural beauty, attracting visitors from both Türkiye and around the world. The park, starting at an altitude of 1800 meters and reaching its summit at 2543 meters, is a year-round destination, beloved not only in winter but in every season.

The Allure of Uludağ Throughout the Year

Uludağ's charm extends beyond its snowy peaks. While it is renowned as one of Türkiye's most famous mountains for winter tourism, drawing tourists particularly during December, January, and February, its appeal transcends the colder months. As a natural wonder contributing significantly to the country's tourism, Uludağ offers a picturesque getaway, inviting visitors to bask in its beauty throughout the year.

Uludağ Ski Resort: A Hub for Winter Sports

Home to the esteemed Uludağ Ski Resort, this location is a hub for winter sports enthusiasts. The resort, with slopes reaching up to 2,543 meters, boasts a snow cover that lasts from December through April, often reaching heights of up to 3 meters. With a total of 20 km of ski slopes, the resort offers 13 different pistes suitable for alpine and cross-country skiing, snowboarding, and even heli-skiing, catering to a wide range of winter sports preferences.

The Uludağ Ski Center is a melting pot of global visitors, offering an

array of activities beyond skiing. Whether you're looking to indulge in winter sports or simply enjoy the panoramic views, the center has everything to make your experience hassle-free, including numerous entertainment areas and stores for renting or purchasing snow sports equipment.

Beyond Skiing: A World of Activities

Uludağ is not just about skiing; it's about experiencing a myriad of activities. From tranquil nature walks to exploring the rich flora and fauna, the park offers a diverse range of experiences for all types of visitors. Its unique ecosystem and breathtaking landscapes make it an ideal destination for nature enthusiasts and photographers alike. Uludağ and Turkish Hospitality

Visiting Uludağ also offers an opportunity to experience the renowned Turkish hospitality. The nearby city of Bursa, rich in cultural and historical heritage, offers a glimpse into the traditional Turkish way of life, making your visit to Uludağ a culturally enriching experience.

Uludağ - A Year-Round Paradise

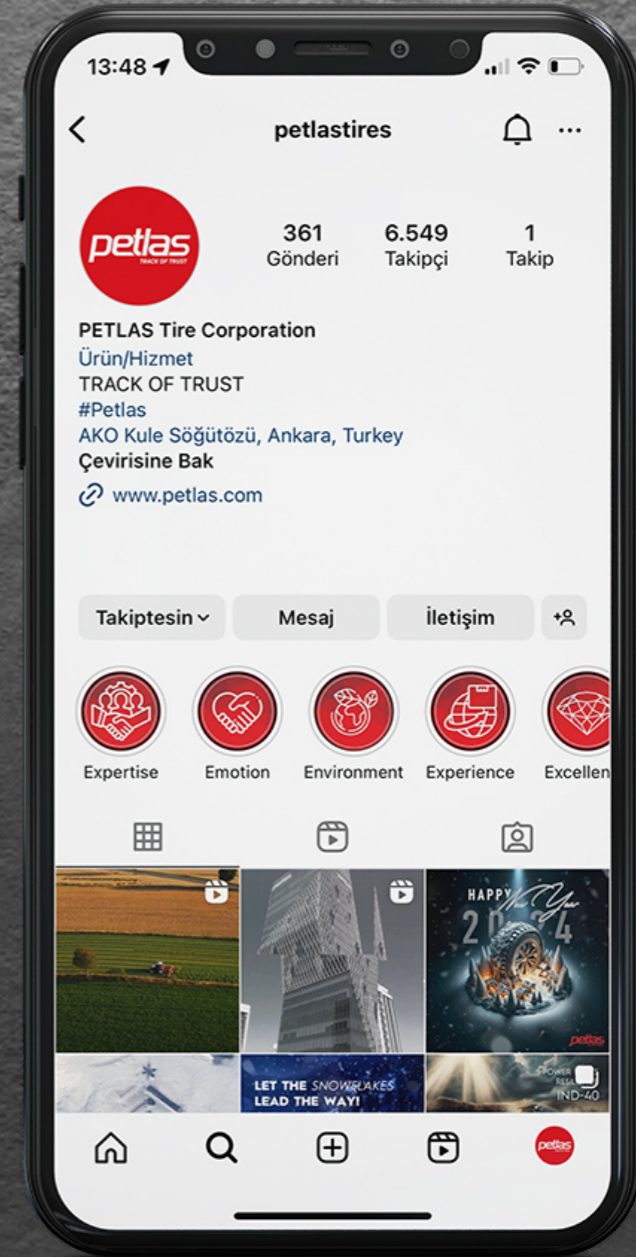
Uludağ's beauty and offerings extend far beyond its winter allure. With activities and sights to enjoy throughout the year, it stands as a testament to Türkiye's rich natural and cultural heritage. Whether you seek adventure, relaxation, or cultural exploration, Uludağ promises an unforgettable experience in every season.



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