



# NEWSLETTER / VOLUME 10



2024

JUNE

# CONTENTS

- 4.** CONNECTING CONTINENTS: THE STRATEGIC DRIVE OF PETLAS EXPORT TEAM
- 5.** PETLAS ACHIEVES MILESTONE WITH INTERNATIONAL ACCREDITATION FOR AVIATION TIRE TESTING
- 6.** GREEN MILESTONES: PETLAS'S PATH TO SUSTAINABILITY
- 7.** INTRODUCING THE PEAKLANDER M/T: ENGINEERED FOR THE EXTRAORDINARY
- 8.** EXPANDING HORIZONS: NEW SIZES AND ENHANCED PERFORMANCE IN TBR TIRES
- 9.** NEW ADDITIONS TO THE PETLAS AGR TIRE LINEUP
- 10.** PETLAS ENRICHES PT41 1 A/S TIRE FOR GULF DRIVERS
- 11.** PETLAS ENTERS THE RALLY SCENE: INTRODUCING RALLY GRAVEL AND RALLY TARMAC TIRES
- 12-13.** PETLAS INTRODUCES THE NEW PTX CD21 (E-2) INDUSTRIAL CRANE TIRE
- 14.** INTRODUCING THE NEW TA-150 TIRE: ADVANCEMENTS IN AGRICULTURAL TIRE TECHNOLOGY BY PETLAS
- 15.** PETLAS AT GLOBAL TRADE FAIRS: A YEAR OF EXPANSIVE ENGAGEMENT AND INNOVATION
- 16.** PETLAS AT TYREXPO BANGKOK: EVENT HIGHLIGHTS
- 17.** PETLAS AT THE TIRE COLOGNE 2024: EVENT HIGHLIGHTS
- 18.** CONNECTING AT TRADE FAIRS: SEMA ÖNER'S VIEW ON PETLAS'S PARTICIPATION
- 19.** ENHANCING BRAND VISIBILITY: PETLAS'S STRATEGIC MARKETING INITIATIVES IN Q1 2024
- 20-21.** STRENGTHENING RELATIONSHIP
- 22.** PETLAS MARKETING INITIATIVE: CAPTURING CUSTOMER TESTIMONIALS AT DELTA AGRAR FARM
- 23.** PETLAS IN THE UK TIRE MARKET: EXPANDING PRESENCE AND ENHANCING PERFORMANCE
- 24.** SOLID FORKLIFT TIRES: QUICK FIT VS. STANDARD FIT
- 25.** UNDERSTANDING VF TIRES: THE FUTURE OF FARMING EFFICIENCY
- 26.** PETLAS'S OEM PARTNERSHIPS IN THE TIRE MARKET
- 27.** DISCOVER OUR NEW WEBSITE: FASTER, SMARTER, AND MORE USER-FRIENDLY

I am pleased to welcome you to our latest newsletter. I am excited to share some of our recent developments and future plans with you.

We have been very busy expanding our product range with several new tire releases. Recently, we launched the Peaklander M/T, our new mud terrain tire for off-road vehicles, which has been very well received. Additionally, we are excited to announce the launch of our latest tire, the Ptx CD21, which has already garnered positive feedback and is a testament to our commitment to innovation and quality.

Looking ahead, we are excited about introducing two new passenger car tires: the 'Prestige Sport' for ultra-high performance cars and the 'Prime Comfort' for high performance vehicles. Soon, we will also be launching the Peaklander A/T, our latest all-terrain tire.

In the agricultural sector, we have introduced new VF tire sizes, designed to meet the demanding requirements of modern farming. We are also preparing to launch a new radial tire, the TA 150, which will further enhance our agricultural tire lineup.

These new product launches and upcoming releases highlight Petlas's dedication to addressing the diverse needs of our customers. We are committed to delivering innovative and high-quality tires that enhance perfor-

mance and reliability across various sectors.

This year, we've embarked on a significant expansion with the construction of a new factory. This investment will boost our production capacity, allowing us to produce up to 2 million truck tires and 20 million passenger car tires in the near future. This expansion underscores our commitment to meeting the growing demands of our customers worldwide.

Our presence at international fairs has been strong and impactful. Participating in these events allows us to connect with our customers, partners, and industry peers, and to showcase our latest innovations and products. We've been present at major industry events such as the Tyre Expo in Bangkok, AGROTICA in Greece, and AGRA 2024, and our collaboration with partners at these events has been immensely rewarding.

We are also proud of the scale and efficiency of our factories. With state-of-the-art facilities and a dedicated team, we continue to push the boundaries of what's possible in tire manufacturing, ensuring that we deliver the highest quality products to our customers.

In this newsletter, you will find more details about our new product launches, factory investments, and our participation in international fairs. I hope you enjoy reading about our latest achievements and future plans.



**Oğuz AY** / International Sales and Marketing Director

Thank you for your continued support and trust in Petlas. We are committed to exceeding your expectations and look forward to a successful year ahead together.

Warm Regards,



# CONNECTING CONTINENTS: THE STRATEGIC DRIVE OF PETLAS EXPORT TEAM

Breaking into global markets is an intricate process that demands more than just superior products; it requires a nuanced understanding of diverse market dynamics. At Petlas, our export team is central to our strategy of adapting to and thriving within these varied international landscapes.

## Understanding and Adapting to Global Markets

Our approach starts with in-depth market research, through which our export team examines the specific needs, preferences, and conditions of each region. This crucial step involves understanding different regulatory landscapes, cultural preferences, and unique consumer behaviors. By tailoring our products and marketing strategies to these distinct characteristics, Petlas ensures that our offerings are both relevant and competitive across various markets.

## Tailoring Products to Meet Local Demands

One of our key strategies involves customizing our products to effectively address local requirements. For instance, in regions with colder climates, we focus on tires that provide enhanced grip and durability under snowy conditions, such as our specialized winter tire sizes that fit a variety of vehicles common in those areas. Conversely, in warmer regions, our emphasis shifts to products that resist heat-induced wear, offering tires with compositions and tread patterns designed to minimize heat build-up in high-temperature environments. Additionally, recognizing the diverse vehicle sizes and load requirements across different markets, we offer a range of tire sizes specifically tailored to meet the local standards and

vehicle specifications. This strategic customization not only boosts the functionality of our products but also enhances consumer trust and satisfaction with the Petlas brand, as it demonstrates our commitment to meeting specific, localized needs.

## Building Sustainable Relationships

Establishing and maintaining strong relationships is crucial for lasting success in foreign markets. Our export team actively engages with local distributors, partners, and customers to build these essential connections. Through regular visits, participation in local trade events, and ongoing communication, we ensure that Petlas remains a trusted name. These relationships also facilitate continuous feedback, which is crucial for our ongoing development and adaptation efforts.

## Navigating Challenges

The journey into and expansion within foreign markets brings its own challenges, from logistical complexities to intense competition. Our export team employs a proactive strategy, continuously analyzing market trends and competitive dynamics to keep Petlas agile and informed. We also conduct training sessions and workshops for our local partners, ensuring that our high standards for quality and service are consistently upheld.





# PETLAS ACHIEVES MILESTONE WITH INTERNATIONAL ACCREDITATION FOR AVIATION TIRE TESTING

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.

**KAAN**



# GREEN MILESTONES: PETLAS PATH TO SUSTAINABILITY

At Petlas, our commitment to sustainability shapes our operations. We prioritize environmental stewardship, energy efficiency, and resource management to ensure a sustainable future. This newsletter outlines our latest achievements and ongoing initiatives in sustainability.

## **Environmental Management: ISO 14001 and Beyond**

**ISO 14001 Certification:** Petlas is proud to maintain ISO 14001 Environmental Management System certification, ensuring our processes meet high environmental standards.

**Continuous Audits and Improvements:** In 2023, we successfully completed our first Intermediate Audit, with a second scheduled for 2024, reinforcing our commitment to continuous improvement.

## **Energy Efficiency: Embracing ISO 50001 Standards**

**Energy Management System:** The adoption of ISO 50001 standards showcases our dedication to efficient energy use. Our Energy Management Organization drives initiatives to reduce energy consumption and enhance overall efficiency.

**Significant Achievements:** Through internal and external audits, energy-saving projects, metering activities, and Efficiency Enhancement Projects (VAP), we have made significant strides in reducing energy usage.

## **Renewable Energy Investments: The Power of the Sun**

**Solar Energy Expansion:** Our Solar Energy Investment Project has transformed available rooftop and marginal land spaces into significant solar energy generation areas. Covering an area equivalent to 56 football fields, these installations not

only reduce our dependency on fossil fuels but also position Petlas as a pioneer in renewable energy within the industry.

**Impact and Output:** The completed solar installations now produce 40,000 MWh annually, enough to power approximately 13,300 households. This initiative supplies about 20% of our factory's energy needs through renewable sources.

**Nitrogen Production and Recovery: Innovating for Efficiency**  
**Self-Sufficiency in Nitrogen:** One of our key projects has been the establishment of our own Nitrogen Production and Recovery Plant, which allows us to recover 55% of the nitrogen used in our manufacturing processes, significantly reducing fossil fuel consumption.

**Ongoing Benefits:** This recovery effort not only supports our environmental goals but also aligns with our energy-saving strategies, contributing to a 17% reduction in overall energy expenses.



# INTRODUCING THE **PEAKLANDER M/T**: ENGINEERED FOR THE EXTRAORDINARY

## The Ultimate Off-Road Companion

The newly launched Peaklander M/T tire is engineered to conquer the toughest terrains with ease. Featuring a design focused on superior off-road grip, the Peaklander M/T comes equipped with aggressive sidewall protection blocks. These robust blocks not only shield the tire from harsh lateral impacts but also enhance traction in muddy conditions, ensuring that every off-road adventure is safe and secure.

## Enhanced Durability and Comfort

Peaklander M/T's durability is reinforced by specialized steel belt wires that provide extra strength to withstand rugged terrains. The unique tread pattern, combined with varied block sizes, contributes to a quieter ride on asphalt, making the transition from rough trails to smooth roads seamless and comfortable. Additionally, the optimized void ratio ensures a strong grip on rough roads while maintaining a smooth driving experience on paved roads.

## Advanced Protection Features

Safety is paramount with the Peaklander M/T. Integrated mud and stone ejectors offer dual benefits: they protect the tire from punctures and prevent mud from clogging the treads, which enhances overall traction. The robust carcass structure, featuring a 2+1 ply construction with a wrapping layer, provides superior resistance to lateral impacts, safeguarding your journey no matter the destination.

## Superior Traction and Noise Reduction

The specialized tread of the Peaklander M/T not only enhance its durability but also extend the tire's lifespan. Its tread design is meticulously crafted to deliver unmatched traction on dirt, mud, and snow, while the diversity in block types significantly reduces noise on asphalt roads.

## Cutting-Edge Compound for Maximum Performance

The unique compound used in the Peaklander M/T offers high resistance to cuts and tears, perfect for navigating challenging terrains without compromising on the tire's longevity. The high mileage performance on asphalt roads promises an unbeatable combination of durability and efficiency.

## Journey with Confidence: The Peaklander M/T Promise

Embrace the confidence that comes with the Peaklander M/T tires. Designed for both daily commutes and rigorous off-road adventures, these tires ensure safety, comfort, and performance. With the Peaklander M/T, every drive is more than just a journey; it's an adventure towards new horizons, filled with reliability and the excitement of discovery.



The tire offers a quieter and more comfortable ride on asphalt due to its unique tread pattern and varied block arrangement.



The optimized void ratio provides superior grip off-road and a comfortable drive on asphalt.



The special tread design offers superior traction in dirt, mud, and snow. Various types of blocks provide lower noise levels on asphalt.





# EXPANDING HORIZONS: NEW SIZES AND ENHANCED PERFORMANCE IN TRUCK & BUS TIRES

## Revolutionizing the Truck and Bus Radial Market

In a significant leap forward for the truck and bus radial (TBR) tire market, Petlas Tire Corporation proudly announces advanced updates to its TBR product range. This evolution marks a milestone in our commitment to delivering top-tier tire technology and customer satisfaction.

## Enhanced NZ300 Pattern for Increased Mileage

Our latest enhancement focuses on the NZ300 pattern, where we have implemented a comprehensive update to the tire compounds as of late 2023. These strategic improvements are designed to significantly boost mileage performance, setting a new benchmark for tire efficiency and longevity in the industry.

### Introducing New Tire Size for Modern Needs

To address the evolving demands of modern transportation vehicles, Petlas has introduced a new tire size, 445/45 R19.5, to our NZ300 pattern. This addition is tailored to enhance the operational capabilities of trucks ensuring they meet the current and future requirements of the transport sector.

## Upcoming High-Mileage Tires for Buses

Looking ahead, Petlas Tire Corporation is excited to expand its portfolio with the introduction of the 295/80 R22.5 bus tires. Engineered specifically for the commercial transport sector, these upcoming tires are designed to maximize the operational efficiency and extend the service life of bus fleets, promising a new era of performance and reliability.





# NEW ADDITIONS TO THE PETLAS AGR TIRE LINEUP

Petlas has recently expanded its range of agricultural tires with the introduction of four new VF sizes. These additions are tailored to enhance the productivity and sustainability of farming activities by offering improved fuel economy, reduced soil compaction, and better traction under various field conditions.

**VF650/65R42 - TA130 Plus:**

**VF710/70R42 - TA130 Plus:**

**VF480/80R46 and VF480/80R50 - TA110:**

With these innovations, Petlas agricultural tire portfolio now includes 11 VF and IF sizes, with plans to double this offering in the next 12 months. This expansion underscores Petlas's commitment to providing cutting-edge solutions for the agricultural sector.

## Beyond VF Tires: Broader Innovations on the Horizon

Petlas's commitment to innovation extends beyond VF tires. The company is currently developing a new implement tire pattern, expected to be commercialized within the second quarter of the 2024. This new product is anticipated to further meet the specific needs of modern agricultural machinery, providing additional options for farmers focusing on efficiency and soil preservation.

Moreover, Petlas is expanding its range of flotation radial tires, which are crucial for reducing ground pressure and preventing soil damage during heavy agricultural operations. These tires are designed to provide stability and support for large implements and harvesting equipment.

Petlas continues to be at the forefront of agricultural tire innovation, with a strong focus on enhancing the productivity and sustainability of farming through advanced tire technology. The new VF sizes and upcoming products reflect Petlas's dedication to meeting the evolving needs of the agricultural sector, ensuring that farmers and agricultural professionals have the tools they need to succeed. As Petlas expands its product lines, the agricultural community can look forward to more high-performance tire options that cater to a variety of farming needs and conditions.

## TA130 PLUS





# PETLAS ENRICHES PT411 A/S TIRE FOR GULF DRIVERS

Petlas has successfully expanded its acclaimed PT411 A/S pattern to meet the unique driving demands of the Gulf region. Recognizing the need for high-performance, all-season tires that can handle the diverse Gulf terrain and climate, Petlas has strategically developed four new sizes:

**265/70R18 116H**

**275/60R20 115H**

**285/50R20 112V**

**285/60R18 116V**

These additions underscore Petlas' commitment to innovation and dedication to the Gulf market. The enhanced PT411 A/S tires offer an improved driving experience with a focus on safety, comfort, and performance suited to the region's distinctive conditions.

Petlas is proud to deliver these advancements, ensuring drivers in the Gulf region enjoy superior quality and reliability on the road.





# PETLAS ENTERS THE RALLY SCENE:

## INTRODUCING RALLY GRAVEL AND RALLY TARMAC TIRES

### A New Chapter in Motorsports

We are excited to announce Petlas's entry into the rally world with our latest innovations: the Rally Gravel and Rally Tarmac tires. Engineered for champions, these tires represent a significant step forward in our commitment to pushing the boundaries of automotive excellence.

### Engineered for Extreme Performance

The Rally Gravel tires are specifically designed for off-road conditions, offering unmatched traction and durability across rugged terrains. Conversely, the Rally Tarmac tires are optimized for asphalt performance, providing exceptional grip and stability at high speeds on smooth surfaces. Both tire types have undergone extensive development and testing to meet the demands of rally racing.

### Rigorous Testing Across Türkiye's Rally Circuits

Throughout the 2023 Rally season in Türkiye, these tires have proven their capabilities across a series of competitive races:

**15-16 April 2023: Bodrum Rally** - Featuring 16 vehicles equipped with our tires, showcasing their robustness and agility.

**28-29 October 2023: 100th Anniversary Rally in Bolu** - With 13 vehicles, our tires demonstrated their high performance under varying conditions.

**18-19 November 2023: 32nd Aegean Rally in İzmir** - Tested on 8 vehicles, the tires excelled in handling and durability.

**9-10 December 2023: 40th Kocaeli Rally** - 11 vehicles raced on our new tires, further proving their reliability and performance.

**23-24 December 2023: Istanbul Rally** - The final rally of the season with 9 vehicles, where Petlas tires showcased their peak performance and adaptability.

### Join the Winning Team

With the introduction of the Rally Gravel and Rally Tarmac tires, Petlas is not just entering the rally world; we are setting a new standard for what racing tires can achieve. We invite all rally enthusiasts and professional drivers to experience the difference with Petlas, where every drive is a step towards victory.





# PETLAS INTRODUCES THE NEW **Ptx CD21 (E-2)** INDUSTRIAL CRANE TIRE

Petlas is proud to announce the launch of its latest innovation in tire technology, the Ptx CD21 (E-2), designed specifically for industrial crane applications. Engineered for mixed service (On/Off Road) usage, the Ptx CD21 (E-2) promises to deliver exceptional performance in both urban and construction site environments.

## **Key Features of the Ptx CD21 (E-2):**

**Versatile Performance:** The Ptx CD21 (E-2) is developed to provide comfort on asphalt and superior traction in challenging construction site conditions, making it ideal for varied terrains.

**Advanced Block Design:** The innovative block design offers excellent traction and easy self-cleaning capability for off-road use, ensuring maximum efficiency on diverse surfaces.

**Stone Ejectors:** Strategically placed stone ejectors between the blocks minimize stone retention in the grooves, protecting the tire casing from potential damage.

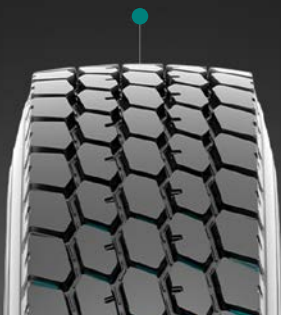
**Interconnected and Reinforced Blocks:** These blocks provide a comfortable ride on smooth roads while increasing block durability under construction site conditions. They also offer resistance to irregular wear, ensuring a longer tire lifespan.



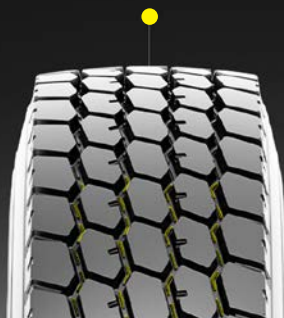


# PETLAS INTRODUCES THE NEW **Ptx CD21 (E-2)** INDUSTRIAL CRANE TIRE

Connected and reinforced blocks provide a comfortable ride on smooth roads while increasing durability in construction site conditions. Also, resist uneven wear.



Stone ejectors placed between the blocks minimize stone retention in the grooves, protecting the casing.



Provides excellent traction and braking performance on both asphalt and construction sites.



The block design offers excellent traction and easy self-cleaning capability for off-road use.



**Superior Traction and Braking:** The Ptx CD21 (E-2) delivers excellent traction and braking performance on both asphalt and construction sites, enhancing safety and reliability.

**All Steel Radial Construction:** With its robust full steel radial construction, Ptx CD21 (E-2) offers superior resistance to punctures and excellent driving comfort, even under demanding conditions.

**Retreadable:** The highly durable casing structure makes the Ptx CD21 (E-2) suitable for retreading, providing a cost-effective solution for extended tire life.

**Available Size:**  
**445/95 R25 174F**



# INTRODUCING THE **NEW TA-150** TIRE: ADVANCEMENTS IN AGRICULTURAL TIRE TECHNOLOGY BY PETLAS

Petlas is set to release the TA-150, an advanced addition to its agricultural tire lineup. The TA-150 incorporates significant improvements in design and performance to meet the sophisticated demands of contemporary agriculture.

## Key Features of the TA-150

The TA-150 from Petlas has been engineered to provide several advancements:

**Improved Grip:** Offers superior handling and stability, essential for machinery operating across various soil conditions.

**Enhanced Durability:** This tire significantly resists cracks, ensuring durability and reliability under the rigorous conditions of agricultural work.

**Advanced Mud Ejection:** Features an optimized tread pattern for improved mud ejection, maintaining effective traction and minimizing mud buildup.

**Attractive Design:** The TA-150 not only performs better but

also features an aesthetically pleasing tread pattern.

**Increased Readability:** The sidewalls are designed with larger, clearer characters, making it easier for users to identify important tire information.

## Initial Sizes Available

Petlas will introduce the TA-150 in the following sizes, accommodating a wide range of agricultural machinery and applications:

**320/85R24**

**340/85R24**

**460/85R30**

**420/85R38**

These sizes ensure that the TA-150 can serve diverse machinery needs, enhancing versatility and performance across different agricultural settings.

COMING SOON





# PETLAS AT GLOBAL TRADE FAIRS: A YEAR OF EXPANSIVE ENGAGEMENT AND INNOVATION

## Showcasing Innovation Across the Globe

In 2024, Petlas has actively participated in several key international trade fairs, showcasing our innovative tire solutions and strengthening relationships with global partners.

**AGROTICA 2024, Greece:** Together with Arina, we presented our extensive range of agricultural tires, designed to boost farming productivity and efficiency.

**48th International Building Trade Fair SEEBBE, Belgrade:** Partnering with Delta Mc, we made a significant impact, demonstrating our commitment to the construction and building sector.

**AGRA 2024:** Under our Starmaxx brand, we proudly participated in the AGRA 2024 exhibition from April 11th to April 14th.



Agrotica 2024



Agrotica 2024



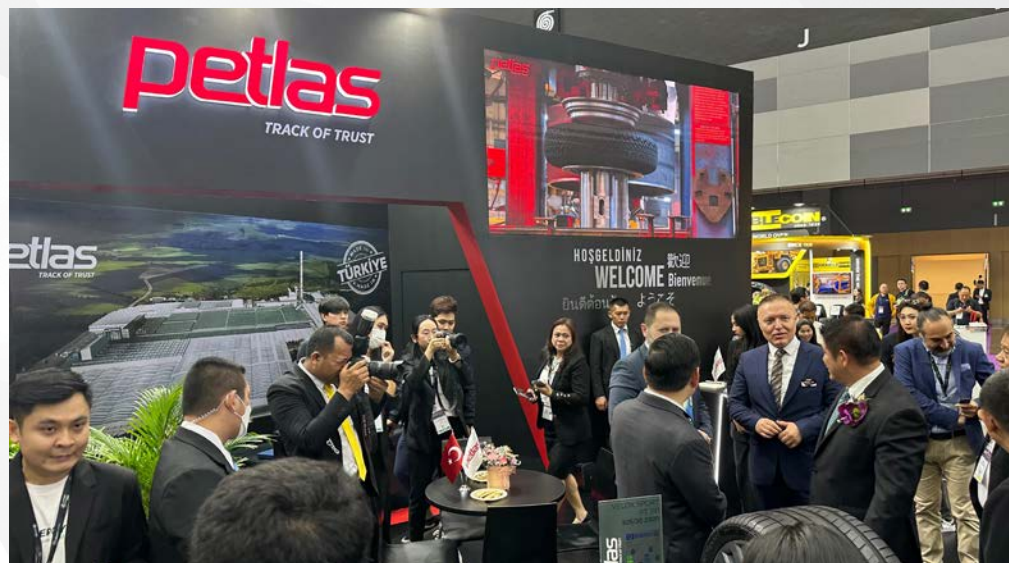
Agra 2024



Agra 2024



# PETLAS AT TYREXPO BANGKOK: EVENT HIGHLIGHTS



Petlas proudly participated in TyreXpo Bangkok 2024, held from May 15 to 17. This major event in the global tire industry attracted numerous visitors. At booth G26, Petlas showcased the PCR performance tire PT741 Velox Sport, which garnered significant attention for its advanced technology and reliable performance. Attendees also received comprehensive information about our all tire range and innovations, showcasing the full scope of Petlas' capabilities.

The event provided an excellent platform for us to engage with industry professionals, foster connections, and explore potential collaborations. During TyreXpo, we formed strong partnerships within the Asia-Pacific market, enhancing our presence in the region. These collaborations are expected to be pivotal in expanding our market reach and delivering innovative tire solutions tailored to local needs.





# PETLAS AT THE TIRE COLOGNE 2024: EVENT HIGHLIGHTS

As Petlas, we successfully showcased our extensive range of innovative tires at The Tire Cologne 2024, held from June 4th to 6th in Cologne, Germany. Our booth attracted considerable interest, especially with the launch of the Peaklander M/T tread, designed for superior off-road performance and durability.

We also presented a diverse lineup, including the PT741, SnowMaster 2 and SnowMaster 2 Sport, Van Master A/S, RC700 Plus and SH110, among others. Each tire displayed our commitment to addressing various market needs with advanced technology and reliable performance.

The event provided a valuable platform to engage with industry professionals and strengthen business relationships. We had meaningful discussions with partners, and gathering critical market insights. The positive feedback from visitors highlighted our dedication to innovation and quality.

We extend our gratitude to all visitors and partners for their support, and we look forward to future engagements. With a presence in over 130 countries, Petlas remains dedicated to delivering high-performance, safety-focused tires, ensuring the best possible driving experience worldwide.





# CONNECTING AT TRADE FAIRS



Sema Öner, International Marketing Manager at Petlas Tire Corporation

At Petlas, participating in industry fairs and exhibitions is a crucial aspect of our marketing strategy. This year, we have an exceptionally busy schedule, which highlights the importance we place on these events. Fairs provide us with a unique platform to directly engage with our customers, partners, and industry professionals. They are invaluable for showcasing our latest innovations and gathering critical market insights.

These events allow us to present our tires, receive immediate feedback, and understand the evolving needs of the market. Moreover, they serve as a vital opportunity for networking, fostering partnerships, and enhancing our brand’s visibility on a global scale. Our active presence at these fairs reflects our proactive approach in the industry.

We are eager to participate in upcoming events, share our advancements, and learn from the industry. Each fair is an opportunity to grow, innovate, and continue providing top- notch products and services to our customers worldwide.

**Petlas 2024 International Fair Schedule:**

IAA TRANSPORTATION, HANNOVER, GERMANY	SEPTEMBER 17-22
SOMMET DE L'ELEVAGE, CURNON-D'AUVERGNE, FRANCE	OCTOBER 1-4
INDAGRA, BUCHAREST, ROMANIA	OCTOBER 30 - NOVEMBER 3
SEMA SHOW, LAS VEGAS, USA	OCTOBER 31 -NOVEMBER 3
EIMA, BOLOGNA, ITALY	NOVEMBER 6-10
AUTOMECHANIKA, DUBAI, UAE	DECEMBER 10-12





# ENHANCING BRAND VISIBILITY: PETLAS'S STRATEGIC MARKETING INITIATIVES

In the first half of 2024, Petlas has taken significant strides in boosting its brand visibility across various global markets. By implementing strategic marketing initiatives, we've successfully increased our presence and reinforced our commitment to being a leading tire brand in the automotive industry.

## Prominent Displays in Egypt

In Egypt, we've collaborated with our partner, Tamco, to increase our brand's prominence at their dealership locations. By outfitting their dealership with Petlas signage, we've significantly boosted our brand visibility, making Petlas a standout choice for consumers in the competitive Egyptian market.



## Global Impact of Vehicle Branding

Our global marketing efforts have seen a significant boost, with hundreds of trucks, passenger vehicles, and light trucks now featuring the Petlas logo across various countries. These vehicles serve as dynamic billboards, traversing urban centers and highways worldwide. This widespread visibility helps to highlight our brand to a broad audience, enhancing our recognition and reinforcing our presence in the global market.





# STRENGTHENING RELATIONSHIPS

In our ongoing efforts to strengthen relationships and enhance cooperation, Petlas has prioritized personal interactions with our dealers and partners. Through both inbound visits to our central sales office and outbound visits by our sales team, we aim to foster a closer connection with our network, ensuring their needs and feedback directly influence our strategies and operations.

At the 48th International Building Trade Fair SEEBBE in Belgrade, Petlas took the opportunity to visit its partner, **Delta M.C.**, at their stand. This visit allowed Petlas to strengthen its collaboration and show support for Delta M.C. while also providing an opportunity to interact directly with a broader audience and enhance its visibility in the market.



Petlas visited its channel partner, **Blairs**, in New Zealand to discuss strategies for 2024. This important meeting allowed Petlas to align its goals with Blairs, ensuring both parties are well-positioned for success in the upcoming year. During the discussions, key market trends, sales strategies, and innovative approaches to customer engagement were reviewed. The meeting also provided an opportunity to strengthen the partnership, share insights, and explore new opportunities for growth.



Petlas proudly celebrated two significant milestones during a visit to Romania with **SC Nexxon SRL**: marking 20 years of successful partnership and renewing their distributorship agreement. Since 2004, SC Nexxon SRL has been instrumental in expanding Petlas's presence in Romania.



At AGROTICA 2024 in Greece, Petlas and **Arina** came together to highlight their collaborative efforts in the agricultural sector. This convergence at one of the premier agricultural fairs in Greece showcased both companies' dedication to innovation and excellence in agricultural tire technology.



Petlas celebrated the 13th anniversary of its distributorship with **Global Automotive Investment Holding BV**. This significant milestone marks over a decade of successful collaboration and mutual growth in the tire industry.





# STRENGTHENING RELATIONSHIPS



Petlas recently convened with **Tyremax**, its channel partner in Australia and New Zealand for its Starmaxx brand, to refine distributorship strategies for 2024. The meeting was a valuable opportunity for both teams to come together and share ideas, further



Petlas and **Copadex** recently came together to celebrate the extension of their distributorship agreement for Starmaxx agricultural and industrial tires in France until 2025. This meeting underscored the enduring partnership and mutual commitment to growth and excellence in the French market.



Petlas recently had the pleasure of connecting with **Sun Prince TBA Cooperation**, their dedicated channel partner for passenger car and agricultural vehicle tires in the Philippines. This engaging encounter included a productive workshop with the Sun Prince TBA sales team, where both parties discussed new strategies and explored fresh opportunities for growth.



Petlas undertook a significant visit to Mexico, where the team had the opportunity to engage directly with dealers and distributors through a series of productive activities. This visit included distributor meetings, discussions with original equipment manufacturers (OEMs), and technical training sessions. These varied interactions were crucial in strengthening the bonds with partners and customers, emphasizing the importance of ongoing collaboration and support.





# PETLAS MARKETING INITIATIVE: CAPTURING CUSTOMER TESTIMONIALS AT DELTA AGRAR FARM

## Documenting Authentic User Experiences

As part of our marketing efforts to connect more closely with our users and showcase the real-world efficiency of our tires, Petlas recently conducted a testimonial video shoot at Delta Agrar farm in Serbia. This activity was designed to document firsthand accounts of our tires in use, providing insights directly from the users themselves.

## Filming at Delta Agrar

The setting for this video was the extensive Napredak farm, part of the Delta Holding conglomerate, located near Belgrade. The farm uses our tires on a variety of agricultural machinery, from tractors to specialized equipment. During the shoot, Bojan Srdic, Sales Manager at Delta MC, shared how Petlas tires support their daily farming operations.

## Purpose of the Video Shoot

The primary goal of this video is to illustrate the trust and reliability that our customers place in Petlas tires through their authentic voices. It's about capturing the benefits that Petlas tires deliver, as articulated by those who rely on them every day.

This marketing activity underscores our commitment to transparency and customer-focused communication. By filming these testimonials, we aim to not only demonstrate the quality and reliability of Petlas tires but also to reinforce the trust and satisfaction among our users.

Stay tuned for the upcoming release of the testimonial video which will further showcase Petlas tires in action and the positive feedback from our valued customers at Delta Agrar.





# PETLAS IN THE UK TIRE MARKET: EXPANDING PRESENCE AND ENHANCING PERFORMANCE

In recent years, Petlas has significantly increased its market presence in the United Kingdom, demonstrating a strong commitment to expanding its footprint and capturing a larger share of the tire market. With a steady growth in sales and an ambitious outlook for 2024, Petlas continues to build its reputation as a reliable tire manufacturer in one of Europe's most competitive markets.

## **Strengthening Market Position**

Petlas's success in the UK is underpinned by a strategy that combines a high-quality product portfolio with a customer-centric approach. The company has taken significant steps to enhance its presence and meet the increasing demands of the passenger and commercial vehicle segments, where Petlas tires are particularly noted for their durability and superior safety performance. This focus on high standards ensures that Petlas tires are not only meeting but exceeding customer expectations.

## **Diversification into Agricultural Tires**

Looking to diversify its product offerings, Petlas has recently developed new agricultural tires, aiming to establish itself as a formidable player in the agriculture sector as well. The UK's tire market, known for its vast potential, presents an excellent opportunity for Petlas to broaden its reach. The introduction of these specialized agricultural tires is expected to resonate well with the local farming community, known for its rigorous standards and need for reliable, high-performance products.





# SOLID FORKLIFT TIRES: QUICK FIT VS. STANDARD FIT

In the realm of material handling and warehouse logistics, the performance of forklift tires is pivotal. Solid forklift tires are a popular choice due to their durability and low maintenance needs. When it comes to the fitment of these tires, operators have two main options: Quick Fit and Standard Fit. Each has its attributes and choosing the right one can impact the operational efficiency.

## THE DURABILITY OF SOLID FORKLIFT TIRES

Solid forklift tires are known for their puncture-proof quality and longevity, which make them ideal for rough and demanding environments. Unlike pneumatic tires, they are not susceptible to deflation, which means they can handle heavier loads and tougher terrain without the risk of downtime caused by flats.

## QUICK FIT SOLID FORKLIFT TIRES

Quick Fit solid tires are a modern solution designed to reduce the time and effort required for tire changes. They come with an interlocking system that allows for fast and easy installation, significantly reducing vehicle downtime. This quick-swap capability is invaluable for operations where even a minute of pause can affect the workflow and productivity.





# SOLID FORKLIFT TIRES: QUICK FIT VS. STANDARD FIT

## STANDARD FIT SOLID FORKLIFT TIRES

Standard Fit solid tires are the traditional choice and involve a more time-consuming installation process that typically requires a hydraulic press. They are a perfect choice for operations where forklifts have scheduled downtime or where there are enough spare forklifts to ensure continuous operation.

## PETLAS’S RANGE OF SOLID FORKLIFT TIRES: QUICK FIT AND STANDARD FIT OPTIONS

Petlas provides a comprehensive selection of solid tire sizes that cater to various load capacities and operational demands. Each size is available in both Quick Fit and Standard Fit options, ensuring that businesses can find the perfect match for their specific needs.

The availability of both fitting options across our entire size range offers unparalleled flexibility and convenience.

Below is a table listing the sizes available for Petlas’s solid forklift tires:

4.00-8	(3.00-D)	QUICK FIT
4.00-8	(3.00-D)	STANDARD FIT
18x7-8	(4.33R-8)	QUICK FIT
18x7-8	(4.33R-8)	STANDARD FIT
5.00-8	(3.25I-8)	QUICK FIT
5.00-8	(3.25I-8)	STANDARD FIT
15x4.5-8	(3.00D-8)	QUICK FIT
15x4.5-8	(3.00D-8)	STANDARD FIT
16x6-8	(4.33R-8)	QUICK FIT
16x6-8	(4.33R-8)	STANDARD FIT
21x8-9	(6.00E-9)	QUICK FIT
21x8-9	(6.00E-9)	STANDARD FIT
6.00-9	(4.00E-9)	QUICK FIT
6.00-9	(4.00E-9)	STANDARD FIT
140/55-9	(4.00-E)	QUICK FIT
140/55-9	(4.00-E)	STANDARD FIT
6.50-10	(5.00F-10)	QUICK FIT

6.50-10	(5.00F-10)	STANDARD FIT
23x9-10	(6.50F-10)	QUICK FIT
23x9-10	(6.50F-10)	STANDARD FIT
200/50-10	(6.50F-10)	QUICK FIT
200/50-10	(6.50F-10)	STANDARD FIT
23x10-12	(8.00G-12)	QUICK FIT
23x10-12	(8.00G-12)	STANDARD FIT
27x10-12	(8.00G-12)	QUICK FIT
27x10-12	(8.00G-12)	STANDARD FIT
7.00-12	(5.00S-12)	QUICK FIT
7.00-12	(5.00S-12)	STANDARD FIT
250-15	(7.0-15)	QUICK FIT
250-15	(7.0-15)	STANDARD FIT
8.25-15		QUICK FIT
8.25-15		STANDARD FIT
8.15-15	(7.0-15)	QUICK FIT
8.15-15	(7.0-15)	STANDARD FIT



# UNDERSTANDING VF TIRES: THE FUTURE OF FARMING EFFICIENCY

## Understanding VF Tires: The Future of Farming Efficiency

As agricultural practices evolve, so does the need for more advanced and efficient machinery. VF (Very High Flexion) tires represent a significant innovation in the world of farming, offering enhanced performance and durability that support modern agricultural demands. These tires are specifically designed to carry heavier loads at lower pressures, improving the way farmers interact with their land and machinery.

## The Technology Behind VF Tires

VF tires are engineered with a flexible sidewall that allows them to operate under lower air pressure without compromising the tire's structural integrity. This flexibility results in a larger footprint that distributes the vehicle's weight more evenly across the soil. By doing so, VF tires minimize soil compaction, which is crucial for maintaining soil health and ensuring optimal crop growth.

## Benefits of VF Tires in Agriculture

The advantages of using VF tires extend beyond reduced soil compaction. Here are several key benefits:

**Increased Load Capacity:** VF tires can carry up to 40% more load than standard tires at the same pressure or the same load at significantly lower pressures.

**Fuel Efficiency:** The reduced rolling resistance provided by VF tires helps in cutting down fuel consumption, making farm operations more sustainable and cost-effective.

**Durability and Traction:** With their robust construction and enhanced tread designs, VF tires provide superior traction in various field conditions and have a longer lifespan than traditional tires.

## Understanding VF Tires: The Future of Farming Efficiency

Petlas offers a variety of sizes and models to cater to a range of agricultural needs.

**VF285/70 R19.5 HLT-45**

**VF380/90 R46 TA-120**

**VF520/85 R42 (20.8 R42) TA-110**

**VF520/85 R46 (20.8 R46) TA-110**

**VF480/80 R42 (18.4 R42) TA-110**

**VF480/80 R46 (18.4 R46) TA-110**

**VF480/80 R50 (18.4 R50) TA-110**

**VF710/70 R42 TA-130 PLUS**

**VF650/65 R42 TA-130 PLUS**

These sizes are designed for the most demanding tasks, providing outstanding traction and stability, even under heavy loads.

By offering these diverse VF tire sizes, Petlas ensures that agricultural professionals can find the perfect fit for their machinery, further enhancing the efficiency and sustainability of their farming operations.



# PETLAS'S OEM PARTNERSHIPS IN THE TIRE MARKET

Achieving optimal vehicle performance is linked to the quality of its tires. Recognizing this, Petlas is honored to have been the tire of choice for numerous leading vehicle manufacturers for many years.

## Excellence in OEM Partnerships

Petlas's commitment to delivering top-quality tires engineered to the specific needs of our partners is a cornerstone of our business philosophy. Our ability to consistently provide reliable and high-performance tires has made us a preferred supplier in the competitive OEM market.

## Sustaining High Standards

Petlas prides itself on its long-standing partnerships with significant vehicle manufacturers. This relationship is built on a mutual commitment to excellence, ensuring that every vehicle is equipped with the best possible tires right from the start. Our focus on innovation and quality is not just about meeting expectations but exceeding them, which is why more manufacturers are choosing to mount Petlas tires on their vehicles.

As we look to the future, these partnerships will remain key to our strategy, driving innovation and maintaining our commitment to quality and performance in the agricultural industry.





# DISCOVER OUR PRODUCT WEBSITE: FASTER, SMARTER, AND MORE USER-FRIENDLY

Petlas is excited to announce the complete of the new website. This update brings a significantly enhanced mobile experience, ensuring faster access and a more intuitive interface. The new site serves as an online catalog, providing distributors, business partners, and their customers with quick and easy access to detailed information about our tires.

Users can now effortlessly find the specifications, benefits, and applications of our tires, all from their mobile devices. This upgrade reflects our commitment to prioritizing the feedback, suggestions, and needs of Petlas users.

Sema Öner, our Int'l. Marketing Manager, shares her thoughts on this update: "Launching the new Petlas product website is a significant step forward for us. Our aim was to provide a seamless and efficient user experience. The new features and enhanced mobile interface show our focus to listening to our users and constant improvement. We are confident that this update will greatly enhance how our partners and customers access and interact with our tire database. Additionally, we are excited to announce that a mobile application will be following this website soon, further enhancing accessibility and convenience.

Explore the new features today and discover how PetlasTires.com can serve your tire information needs more efficiently than ever before.

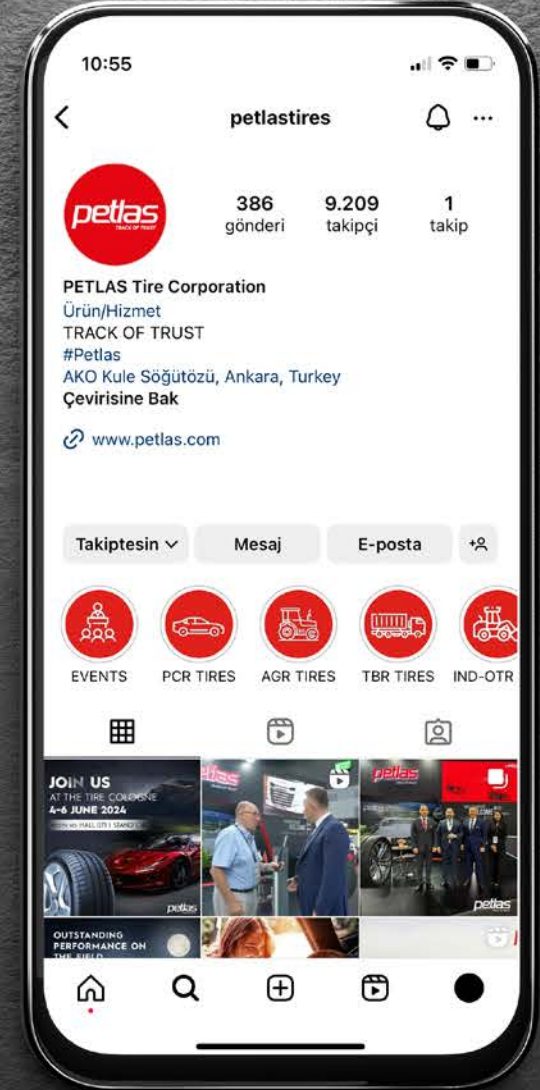




# Follow

## 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.





T H A N K   Y O U

***petlas***  
**TRACK OF TRUST**

petlas.com