



Kemal Yilmaz
International Markets Director

Dear Valued Business Partners,

It has been a while since we published our last newsletter for LASSA international distributors.

Since then, there have been many major incidents in globe like pandemic, regional conflicts and economic turmoil, which have affected our industry much as well. As we look at the year 2025, we witness a drastic re-shuffling of the rules of international trade, where the protectionism emerged as a primitive tool for recovering the deficits, at the cost of putting aside the comparative advantages between the countries.

Having all these challenges, we still have done a great job in international sales, reaching our targets almost in every market, keeping our market shares and penetrating new channels at local level. This is the hard work of BRISA but most importantly, realized by the continuous support, strong commitment and the encouragement you put during the year.

Needless to say that we are on the eve of a more challenging period, with the current global political unrest and squeezed trade terms. Newly opened Asian manufacturing plants in the European periphery, US tariff elevation against Asian exports and the expected EU anti-dumping against China will be the new facts that the tyre trade should get aligned with. But we do believe that we are ready to cope with these thanks to strong loyalty and mutual trust we have built throughout years with you.

Like we did in the past period, we will keep supporting our distinguished partners with sell on and sell out campaigns, marketing assistance, channel sales, factory visits, online product trainings, target-based incentive trips and dealer meetings at local. In other words, we will not only incentivize the sales, but we will also keep investing in mutual loyalty. By the end of 2025, we are expecting to have touched more than 800 distributors, sub-dealers and channel representatives through diverse events, which constitute the core for our success in international sales.

On the brand awareness side, we proudly reached a significant milestone with the global launch of our brand motto and first global film: "Together In Every Mile." This motto is more than a slogan - it reflects Lassa's unwavering commitment to being a reliable companion in every journey, no matter the obstacles. Just as Lassa stands by its users on the road, it also stands by our distributors in every challenge, offering strength, support, and partnership. All visuals and movies relevant to our new brand motto are available for your utilization at the marketing library in our B2B portal.

Together with the execution of our usual marketing and sales activities, observing how fast the business world sails through intense digitalization and AI practices, we continuously adapt ourselves to sudden developments in that field as well.

Having already well-developed systems for easing the lives of our international partners for many years, as LASSA TYRES, in the very near future, we will enable our international partners to enter, follow up and complete their purchasing from mobiles, reach past data for their accounts, utilize our marketing library, get swift chatbot answers for instant inquiries and even receive AI driven tentative adjustable orders for the forthcoming months. All will be only 1 touch away when you are on the field, making the overall process much faster for all of us.

When we grow our common business in numbers, we will keep re-designing our systems according to the needs of our valuable international partners, in order to come up with better solutions and to catch time's requirements.

Synergy we get from our solid cooperation will be our main strength, when we deal with the new issues during the forthcoming period. Our close communication will pave our way to more successful years.

We will be together in every mile!

TOGETHER IN EVERY MILE: **NOW AVAILABLE IN 9 LANGUAGES!**



Our journey to expand "Together In Every Mile" brand message continues to cross borders! Originally launched in English in 2024, the brand movie has now been adapted into 9 additional languages. From social media to TV and radio, the localized versions are now live in their respective countries - bringing Lassa Tyres' story closer to every consumer, in every language.

[Click to Watch](#)

INTRODUCING COMPETUS H/P3: OUR NEW SUMMER SUV TYRE



Every journey begins with trust-and trust begins with performance. That's why we created **Competus H/P3**, our latest summer on-road tyre tailored for modern SUVs. Whether you're navigating city streets or cruising along coastal highways, Competus H/P3, which is built to keep you confidently in control, offers peace of mind in every turn. And here's the proof: Competus H/P3 has earned the prestigious **TÜV Mark**, outperforming competitors in critical areas like wet braking with its **A-label wet grip rating** (range is from E to A), dry braking, handling, and rolling resistance.

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GLOBAL PRESENCE AT KEY INDUSTRY FAIRS

This year, we strengthened our global footprint by attending major automotive fairs with our valued distributors.

- In Kazakhstan, we joined Automechanika Astana with Aikos.
- In Italy, we co-hosted a booth with Fintyre at Autopromotec Bologna.
- In Singapore, we showcased at TyreXpo Asia alongside Yure Pacific.
- In Germany, we participated 4 fairs organized in different cities by our partner Wessels Muller.

These events helped us deepen industry connections and boost brand visibility across regions.





A WARM WELCOME TO OUR DEALERS: A JOURNEY OF LEARNING AND CONNECTION

Until the end of 3rd quarter of 2025, there were meaningful encounters and shared experiences. We had the pleasure of hosting our sub-dealers from Austria, Belarus, Italy, and Greece in Istanbul and at our İzmit factory, Brisa Academy and Brisa Museum. The trip continued with a delightful city tour, giving our guests a chance to enjoy the beauty and stories of Istanbul.

Meanwhile, we also encountered virtually with our Ukrainian distributor Ascania and its sub-dealers through an online summer and winter product training sessions. Even from distance, the spirit of collaboration was strong, ensuring every partner is equipped with the latest insights and tools to succeed in their markets.

Our journey continued southern coasts, where we met with customers from Uzbekistan, Moldova and Iraq. While enjoying the sunny beaches, our guests also took part in product training sessions that mixed relaxation with learning. Each encounter-whether in person or online-reinforced our commitment to growing together, sharing knowledge, and building lasting relationships across every mile.



CELEBRATING A NEW HUB IN ITALY

On June 28, we proudly participated in the grand opening of Fintyre's new hub in Rome. With our Lassa Tyres booth, we connected over 1,000 sub-dealers. It was a chance on strengthening our presence and partnerships in the Italian market.



BRINGING THE LASSA FAMILY TOGETHER: LOCAL DEALER MEETINGS IN CROATIA AND POLAND

September was a month full of meaningful connections and shared experiences across Central Europe.

We kicked things off in beautiful Croatia, where we welcomed our dealers alongside our long-time partner, CIAK. Also, we met with our Polish dealers in the charming coastal city of Gdańsk. With our participants joining the events, they were a lively mix of learning and leisure. We combined brand and product training with cultural experiences making the event not just informative, but truly memorable. These gatherings weren't just about business-they were about building stronger relationships, celebrating our shared goals, and enjoying the journey together.



LASSA TYRES CONNECTS WITH AUTOMOTIVE ENTHUSIASTS IN MOLDOVA

As Lassa Tyres, we proudly took part in two local events in Moldova - the Kultura Weekend Automotive Fair and the Drag Cup - in collaboration with our distributor, Agropiese. At both events, we created dedicated Lassa corners to connect with automotive enthusiasts and ensure strong brand visibility. Visitors were offered Lassa-branded gifts and discount coupons valid for the purchase of four winter or all-season tyres, as part of our winter sales campaign.

These events helped strengthen our market leadership in Moldova through increased brand visibility via social media posts, a campaign concept supporting the winter season, and intense participant interest.



LASSA TYRES' BRANDED STORES IN SINGAPORE & CAIRO

This year, we've taken meaningful steps forward in bringing Lassa Tyres closer to end consumer.

In the beginning of the year, we celebrated the launch of our first Lassa-branded store in Singapore. In April, Lassa Tyres proudly opened its first retail store in Cairo under the the joint name "Lassa Tyres-GB Tires", in partnership with GB Auto. Lassa Tyres took another confident step forward in July with the opening of a second store in Cairo. With these strategic moves, Brisa strengthens its market leadership in Egypt. The collaboration aims to expand retail presence across Egypt, enhancing direct customer experience and solidifying Lassa Tyres' brand recognition.

These attempts are more than just new locations-they're a reflection of our commitment to building stronger connections with consumers in key export markets.



WORLDWIDE ATL COMMUNICATION CAMPAIGNS



Lassa Tyres hit the road not only with its products but also with powerful communication campaigns across the globe. Through outdoor advertising in Moldova, Bulgaria, Croatia and Montenegro; TV commercials in Morocco and Azerbaijan; and radio spots in Moldova, Bulgaria, Croatia and Montenegro we brought the spirit of Lassa to life. Last but not least, our digital voice echoed across borders, reaching consumers in many countries. Each campaign was more than just visibility-it was a way to connect, inspire, and remind drivers that wherever the journey leads, Lassa Tyres is right there with them.



LASSA SIGNS MAJOR FLEET AGREEMENT IN THE NETHERLANDS



Lassa has signed a significant partnership agreement with Noot, one of the Netherlands' leading passenger transport companies. Noot's fleet of 2,500 vehicles, which operates in areas such as school and staff transport, is now entrusted to Lassa!

As the first step in this collaboration, 800 vehicles have already been equipped with Lassa tyres. The goal is to complete the transition across the entire fleet within the next year.

This partnership is more than just a commercial milestone - it's a strong testament to the trust placed in our brand for performance, safety, and durability.

As Lassa continues its global expansion, we are proud to reinforce our international presence through strategic collaborations with our distributors and business partners.

LASSA TYRES' END CONSUMER SALES CAMPAIGNS FOR SUMMER SEASON

This summer, Lassa Tyres rolled out a series of engaging consumer sales campaigns across multiple countries, each tailored to local consumer needs and seasonal lifestyles.

- In Azerbaijan, with every purchase, drivers received a fuel voucher -an added value that strengthened their connection with the brand.
- In North Cyprus, during summer season customers received a cooler bag, beach towel or sunshade with their purchase of four or two tyres. As the school season began, a second wave of the campaign offered a free backpack with the purchase of four tyres-bringing excitement to families and young drivers.
- In Spain, with the purchase of 16" and above tyre purchase, consumers received a specially designed Lassa t-shirt, adding a fashionable touch to their driving experience.
- In Moldova, consumers received a discount coupon valid exclusively for the purchase of four Lassa all-season or winter tyres.

These localized campaigns not only boosted sales but also strengthened brand loyalty by offering relevant, thoughtful rewards that resonated with consumers. Lassa Tyres continues to be more than a product-it's a companion on every journey.

