

Tyres & Accessories

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autopromotec

Lassa: BRISA Partnership Supporting Distribution

Lassa was established in 1974 by the Sabanci Group, of one Turkey's leading industrial conglomerates. In 1988 it significantly increased its capacity and product by becoming joint venture partners with the Bridgestone Corporation. This partnership forms the award-winning BRISA Corporation, enabling the Lassa brand to be supported by enormous resources and investment which, facilitates the production of a quality range of Lassa brand tyres.

Now one of Europe's largest tyre producers, its integrated plant in Kentsa, Turkey covers over two million square metres and is equipped with state-of-the-art design and production technology and a revolutionary dedicated research and development centre. Customers are offered tyre products of superior quality sustained by outstanding service. BRISA supply Lassa tyres in over 50 countries worldwide through distributors who are specially selected for their location, logistics and experience. An extensive range of passenger tyres, high performance and winter ranges are manufactured, along with 4x4, rally, van and light truck, OTR and agricultural tyres.

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FASEP Celebrates 40th Anniversary



FASEP has been one of Autopromotec's most loyal supporters, having participated in the show every time since its first back in 1981. At what the company considers to be the largest garage equipment exhibition, FASEP went to the show with a number of new products designed to help customers increase and develop their business, despite current general economy conditions, by investing in technological improvements and showing that this can be achieved with reasonably priced quality products. During the show, the company also celebrated its 40th anniversary with a gala dinner, at which distributors from all over the world – from Japan to Australia, from Egypt to Sweden, says FASEP – gathered and enjoyed the party in a very friendly atmosphere.

The company claims it is following the traditions of innovation and opening up a fresh page in the development of technology to change the existing market, introducing several new products and solutions in few niches of the market. For example, the company is keen to engage run-flat, motorcycle and truck tyre services, where – according to FASEP – even in time of global crisis, business has been growing.

The company has also designed a new system that it says hit a record in speed to prepare wheel alignment. The new ATM system and the new Contact Clamps are now making preparation of wheel alignment a matter of two minutes time, providing a new option for customers that really care about speed above all else.

Guests and customers visiting the stand were treated to presentations on the new equipment, promoting the quality of FASEP products. The company stressed that it manufactures exclusively in Italy.

The company says that it closed the show with a growing number of contracts from existing customers and new opportunities in very competitive markets where quality products are more and more in demand.

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