

## Brisa – Tire Manufacturer

Brisa's foundations were laid with Lassa, which was founded in 1974 on the initiative of Sabancı Holding and its partners. In parallel with the developments in the tire industry globally; Brisa adopted its current name in 1988 as a result of the partnership between Sabancı Group and Bridgestone Corporation, the world's largest tire manufacturer. Today, it is the leading player in the Turkish tire market.

Brisa aims to create and implement innovative ideas and transform corporate culture to enhance customer experience. They incorporate a number of relevant ideas on these topics into their operations, helping them convey their innovative vision across every field possible.

# BRISA



We will continue to renew DMI to keep seeing where our strengths lie and also the muscles we need to strengthen, and what we have achieved in the last 3 years in our digital transformation journey.

**Filiz Mert, Digital Projects and Analytics Manager**