

Case Study:

TPMS Global View – Turkey

TPMS Distribution in Turkey

Since the tyre is one of the most important automotive safety features, tyre inflation becomes a critical factor in vehicle maintenance. Proper tyre inflation influences such important elements as vehicle performance, safety and tyre life. Keeping tyres at the recommended pressure is essential for the safe and efficient operation of the vehicle.

However, it is also known that a large percentage of the cars on the street are running on tyres with incorrect pressure. TPMS, either as original equipment installation, or installed by the driver in aftermarket kits, is the right option for safety and efficiency of the tyres and the vehicle.

As a TPMS user on my personal car equipped by the car manufacturer, as well as a user of Schrader® AirAware® aftermarket kits on my company cars, I do not worry about problems coming from the tyre anymore. I have confidence in the TPMS system that any loss of pressure, or changing heat of the tyre, will be notified to me on the dashboard before the problem gets any worse. TPMS is not only the product that matches today's advanced technology of the automotive industry, it is also very important product for driving safety.

I strongly recommend TPMS in my vehicle, as well as for all other drivers. It is a feature that is more important than choosing colour, music system, or any other item. Vehicle safety must come first.

Mr. Zafer Akduman
HAY İTHALAT İHRACAT
Aftermarket Distributor – Istanbul, Turkey



“I believe the **TPMSMadeEasy.com** website is very good for the following reasons....

- The design of the 3 sections, for different TPMS users, is clear, simple and user-friendly. It is very well designed to easily reach needed information.
- The design uses visual materials (videos) which is important. The Website has carefully situated visual materials according to the knowledge and specific type of TPMS user.
- Those 3 sections once more prove how much Schrader® deserves to be the technology leader on TPMS. Congratulations.”

—Mr. Zafer Akduman
CEO of HAY companies
HAY İTHALAT İHRACAT