



BRAKE EXPERT

Company Presentation Video:

➤ <https://www.youtube.com/watch?v=CbUVW2wpKDk&t=19s>



**MAXIMUM
SAFETY**

IN ANY CONDITIONS



BEŞER BALATACILIK CO. INC.
Became Turkey's biggest friction materials manufacturer.

BEŞER has become an approved supplier of Honeywell.

BEŞER specifications are set to meet ECE R90 or higher.

1969



1985

1995



2005



2015

2024

1980

1990

2000

2010

2020

Establishment of **BEŞER BALATACILIK CO. INC.**

BEŞER's 2nd facility has begun production at Kemalpaşa, İzmir.

BEŞER's 3rd facility has begun production at Aegeon Free Zone, İzmir.

BEŞER's worldwide export network has extended to more than 60 countries regularly.

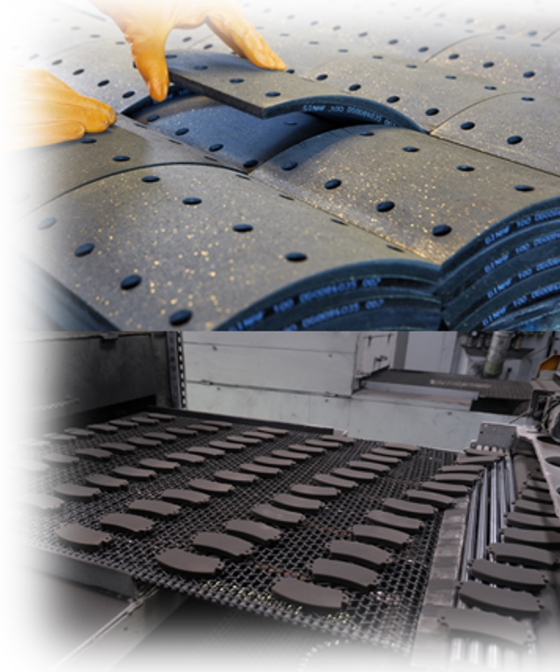
BEŞER has become an approved R&D center officially.



PLANT LOCATIONS

3

Production plants located in Izmir, Turkey.



- Passenger Car Facility
- Heavy Vehicle Facility
- Freezone Facility (Export)



BEŞER PRODUCTION FACILITIES

Nr:1



Türkiye's leading manufacturer for in friction materials since 1969.

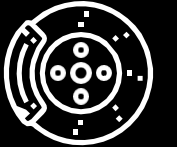
Serving with **700+** workers at 3 plants.

700+



Annual production capacity of **3.000.000 pcs** of disc brake pads.

1.000.000 pcs clutch facings, **1.400.000 kgs** roll lining.



480.000 sets of Brake Shoes.

60.000 m² open, **40.000 m²** total indoor area.



PRODUCT RANGE

1000+

Disc Brake Pads references for passenger cars, light commercial vehicles, and heavy commercial vehicles,

900+

Brake Linings references for commercial vehicles and passenger cars,

100+

Clutch facings references,

100+

Roll linings references,

50+

Brake shoes references,
Special friction products for heavy duties and work machines, Railway and metro disc brake pads.





**MAXIMUM
QUALITY**

IN ANY PIECES



OUR LICENSED BRANDS



- ✓ *OEM Quality*
- ✓ *Modernized formula with new generation raw materials*
- ✓ *Anti-Noise Solutions*
- ✓ *Exporting over 68 countries worldwide*
- ✓ *Leading brand in Turkey*



- ✓ *Modernized formula with new generation raw materials*
- ✓ *Anti-Noise Solutions*
- ✓ *Price competitive*
- ✓ *Superior Performance in its segment*

EXPORT NETWORK



OES BRANDS

CNH
INDUSTRIAL

Otokar

 **KARSAN**

 **TEMSA**

BMC

MOTRIO
GROUPE RENAULT

 **Mando**

 **EURO REPAR**

NOYPA 

AXAM
 **Otokar Parca**

SPECIAL APPLICATIONS



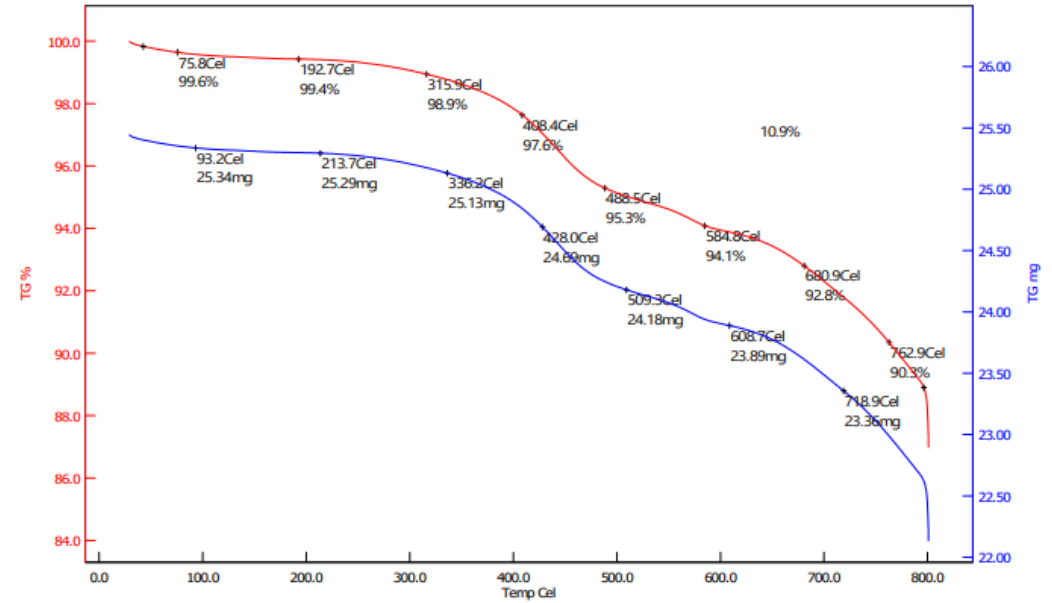
WHY BEŞER?

- **Leading manufacturer in the region**
- **Able to produce 100% its own backingplates and moulds**
- **Maximum 30 days of new reference establishment capability**
- **100% of references with ECR certifications**
- **Government licensed R&D Center**



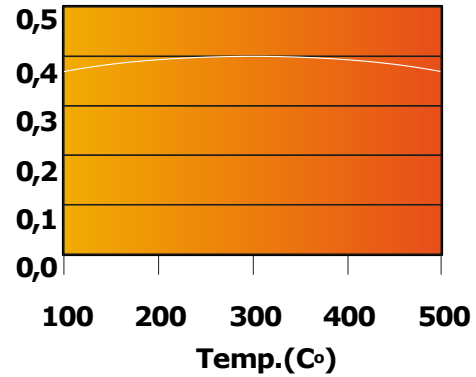
LABORATORY AND R&D EQUIPMENTS

- Dynamometer
- Compressibility and Thermal Conductivity test equipment
- Friction Coefficient of test machinery
- Shear strength testing machinery (Instron and Tensometer)
- 3D measurement device (DEA)
- Particle size
- Oil content
- TGA (Thermal Gravimetric Analysis)
- Density
- Oil resistance
- Hardness
- Yield strength
- Acetone extraction
- Ash content

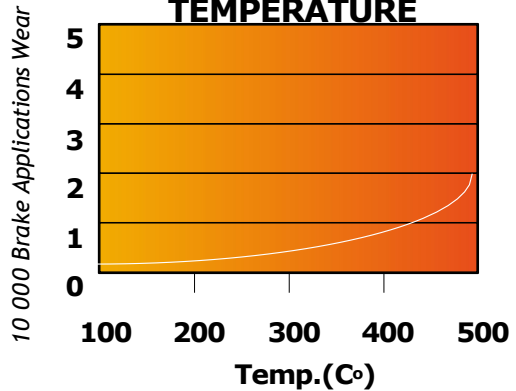


FRICTION MATERIAL FOR OE

FRICTION / OPERATING TEMPERATURE

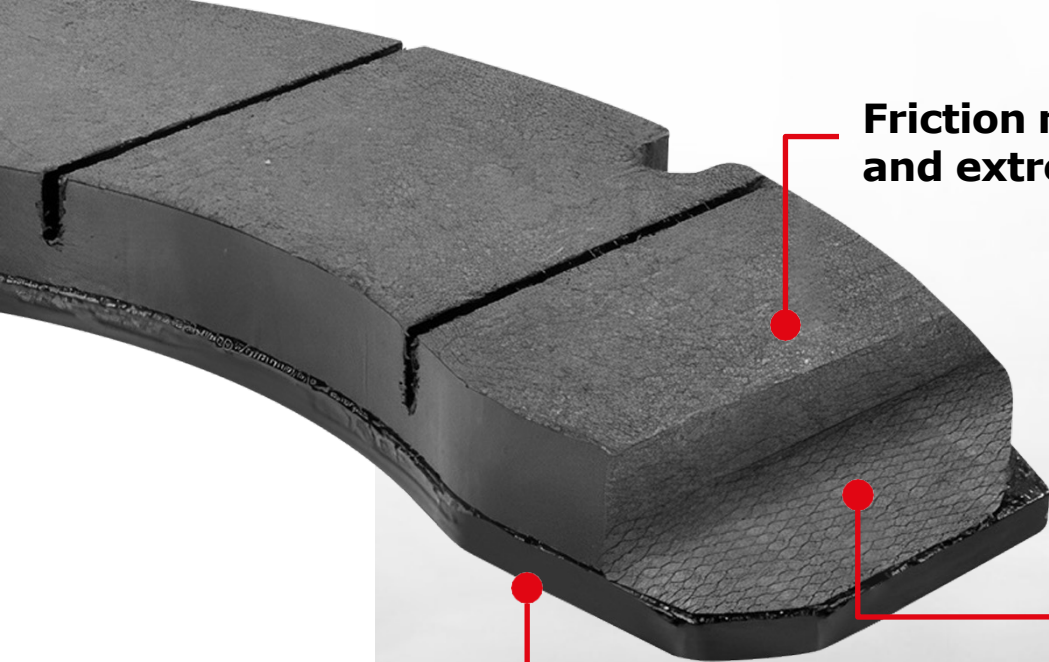


WEAR / OPERATING TEMPERATURE



- Friction level & friction stability
- Life time of pad material
- Material integrity
- Behavior against rotor / drum
- Corrosion resistance
- Connection to brake shoe / back plate
- Comfort behavior (noise, judder)
- Thermal behavior
- Stiffness & Compressibility
- Health & Recyclability
- Search and analysis of raw materials
- New product development
- Development of existing products
- Vehicle simulation tests (Dynamometer)
- Vehicle road tests
- Evaluation of customer requirements and complaints
- Benchmarking of competitors' products
- EC R-90 applications and approval.





Friction materials for normal and extreme conditions

Increased durability with perforated material

Hard backplates special for automotive brake systems



BESER = QUALITY

EAC



DIN EN ISO 9001:2015

IATF 16949:2016

AUDITOR: TUV NORD CERT GMBH



CERTIFICATIONS

Applus⁺

**A⁺ IDIADA
CERTIFICATE**

No. **V1012318**

IDIADA Homologation Technical Service, hereby
CERTIFIES that the manufacturer:

BESER BALATACILIK SANAYİ VE TİCARET A.Ş.
Ankara Caddesi No: Ankara Cad. 309 35050 Bornova
-İzmir / TURKEY

Has implemented a quality control system to ensure fulfilment of the
Conformity of Production (COP) requirements for

**Brake PAD and DRUM brake lining for M/N
applications**

according to:

- Regulation 90.01 UN/ECE
- Directive 2007/46 (Annex X) and in the main text of the Geneva Agreement 1958 (Appendix II).

Valid until:
22/12/2011


Ignasi Cornadó,
Homologation Project Manager, Commercial Vehicles
Santa Oliva, 22nd December, 2010

This certificate is valid provided that all the contractual conditions of which it forms part have been fulfilled.



Applus⁺

**A⁺ IDIADA
CERTIFICATE**

No. **V1004123**

IDIADA Homologation Technical Service, hereby
CERTIFIES that the manufacturer:

BESER BALATACILIK SAN.VE TIC. AS
Ankara Caddesi No.309
35050 Bornova - IZMIR
Turkey

Has implemented a quality control system to ensure fulfilment of
the Conformity of Production (COP) requirements for

**Brake pads for applications of Road Vehicle
(Categories M, N)**

according to Appendix II (Conformity of Production) of the
Geneva Agreement 1958 concerning the uniform prescriptions for
the approval of wheeled vehicles and their equipments and parts
and to the section No. 8 of Regulation UN/ECE No. 90.01

Valid until:
26/04/2011


Ignacio Lafuente,
Homologation Manager, Commercial Vehicles
Santa Oliva, 26th April, 2010

This certificate is valid provided that all the contractual conditions of which it forms part have been fulfilled.

