

# LIMITLESS

## Transportation Solutions



*Quality, Innovation, Experience.*

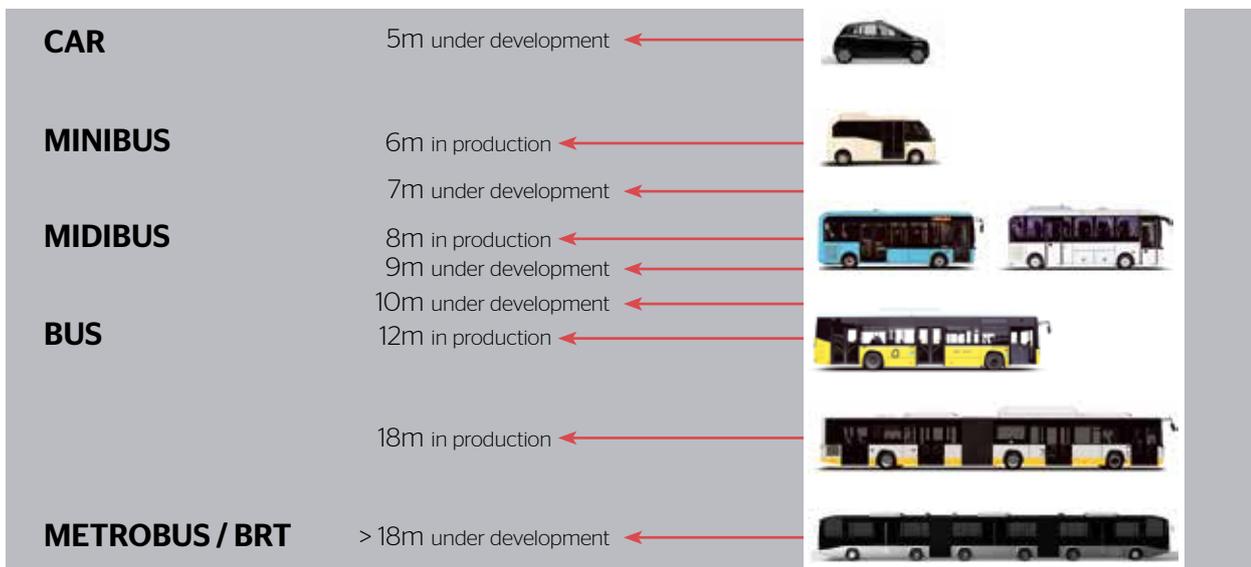
# THE KARSAN BRAND

Since 1966, the Turkish automotive manufacturer Karsan has been producing commercial vehicles in its state-of-the-art manufacturing facilities in Bursa, Turkey. Its customers include HMC, RT, Peugeot, besides producing for its own brand. In line with its corporate vision of "Limitless Transportation Solutions," Karsan offers turnkey automotive solutions, including design, engineering and manufacturing services.



## PRODUCT RANGE

Karsan, the industry leader in contract-based vehicle production in Turkey, specializes in urban transportation building light, medium and heavy-duty vehicles. Its' product range includes Karsan mini and midi-buses designed for shuttle, coach and transit operations along with Hyundai light trucks and buses for BredaMenarinibus. Since it was founded, Karsan has produced more than 113 thousand buses ranging from shuttles and coaches to articulated transit buses, mostly for the Turkish market. Whether in R&D or production, marketing or after sales, Karsan has proven its' experience in managing the entire automotive value chain.



# PRODUCTION FACILITIES

Today, Karsan has over 1.100 employees, including 260 R&D engineers and staff at its sister company Hexagon Studio. Over a 15- year period, Karsan has produced a total of 140 thousand Peugeot Partner and Citroen Berlingo minivans in its' Bursa articulated factory. Karsan has also produced 5 thousand Renault Premium Lander and Long Distance trucks. The Bursa factory that spans over 200 thousand m<sup>2</sup>, has a current capacity of 70 thousand vehicles in two shifts and a potential capacity that exceeds 100 thousand vehicles with additional investments.

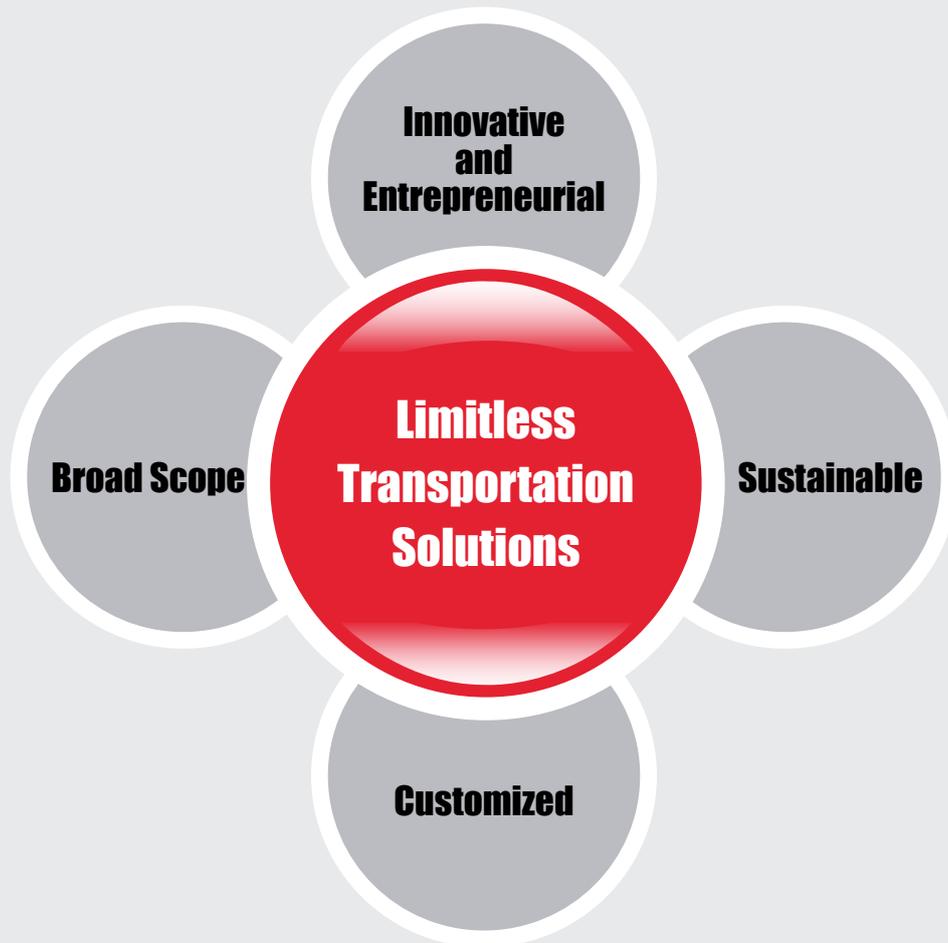


# CURRENT PRODUCTS

Karsan manufactures Hyundai HD 35/75 trucks for HMC and 12-18m buses for BredaMenarinibus, while producing of the immensely popular Karsan minibus CS -an attractive, accessible, eco-friendly and reasonably priced minibus solution- in 2013. Recent launches of the all-new 8m, accessible Karsan ATAК and Karsan STAR buses have proven Karsan and Hexagon Studio's continuing commitment to product innovation.

# VISION

With an extensive product portfolio ranging from 5m to 18m vehicles and a reputation for quality and innovation, Karsan stands as Turkey's only independent multi-branded vehicle manufacturer for more than 10 years. Karsan's strategic manufacturing partnerships have resulted in proactive product improvements, modifications and even derivatives, thereby enlarging the Karsan commercial vehicle portfolio. As part of the corporate vision of "Limitless Transportation Solutions," Karsan has begun its' transformation from a production company to an Original Equipment Manufacturer (OEM), offering innovative product and service solutions to public and private transit transportation services through its three distinctive divisions, Hexagon Studio, Karsan and Karsan Pazarlama.



Product Development	Production	Service Development/ Commercial Activities
		

# CONTRACTS & PROJECTS

During the years 2012 - 2015, Karsan took three important steps to fulfill its corporate vision of becoming a full service OEM, namely:

- The fulfillment of the IETT (Istanbul Electricity, Tramway and Tunnel) contract for 240 12m CNG and 300 18m diesel buses. The contract includes maintenance and repair, fueling, cleaning and queuing of the buses at three locations for five years. The fueling component required Karsan to establish the second largest CNG fueling station in Europe.
- This was followed by an important strategic agreement signed with (HMC) Hyundai Motor Company to manufacture Hyundai's new light commercial vehicles beginning in the first quarter of 2015.
- Finally, 40 CNG articulated 18m buses were delivered and put into service in Konya, Turkey. As part of the contract with the Konya Municipality, Karsan undertook the development of the CNG fueling station, whose current operation is also under its' responsibility.



## CONCEPT V1

**Karsan has always believed that Turkey needs to have its own automotive brand and thus developed Concept V1 to be that first-ever, locally produced vehicle.**

The platform was initially developed in response to New York's Taxi of Tomorrow tender and attempts to satisfy a global social demand for highly accessible transportation. After being hailed as New Yorkers' favourite "Taxi of Tomorrow" vehicle at its launch, Karsan shifted the focus of the Concept V1 to a highly accessible vehicle (HAV) designed to facilitate and enhance transportation for society's less able riders and provide them with the freedom of personal mobility.

Similarly, the passenger HAV model is offered as a unique choice for families with specialized transportation needs with features like multiple inclusive seating configurations and easily-adaptable hand driving controls that encourage personal mobility among others.

The commercial and passenger versions of Concept V1 feature universal accessibility, modern design and the potential for alternative powertrain options including Gasoline, Diesel, EV, CNG.



1966

- Founded by 269 investors.



1979

- The majority of shares purchased by Koç Holding.



1981

- Began to produce and sell the J9 minibus.



1997

- The first local minivan Peugeot Partner production was initiated.



- The majority of shares brought by Kıraca Holding.



- Karsan became Turkey's leader of light commercial vehicle export.

1999

- New plant built.



2006

- Karsan bought the name and license rights of J series. J9 Premier



2007

- Began the production of Hyundai HD light trucks.



- Signed strategic partnership with HMC.



2008

- Renault Trucks Premium production began.



- Citroen Berlingo production began.



2009

- Renault Trucks Premium Lander and Kerax presented.



- New vision set as "Limitless Transportation Solutions".

2010

- Karsan became finalist at New York Taxi of Tomorrow Tender.



- Hyundai Truck New HD Series production began.



- New J10 replaced J9.



2011

- 75 buses BredaMenarinibus delivered to Italy, Rome.



2012

- Production and sales contract signed with Hyundai for its brand new commercial vehicle H350, with over 200k units for 7 years.



2013

- 540 units of Bredamenarinibus bus delivered to İETT (Istanbul).



- Karsan launched the first product of its product portfolio CS.



- Near 100 buses (8m, 12m, 18m CNG) delivered within 2 years to Rome, Padova, Bologna and Modena cities in Italy.



2014

- 40-18m articulated CNG buses delivered to Konya, Turkey Metropolitan Municipality.



- Atak and Star presented in Busworld Turkey.



- Karsan Pazarlama becomes the exclusive Turkish distributor of Hyundai light commercial vehicles.



2015

- Hyundai H350 start of production.



# THE TURKISH AUTOMOTIVE INDUSTRY

The foundations of Turkey's automotive industry date back to the early 1960s, when the first efforts to develop and produce the first locally-made passenger vehicle were undertaken. Today the automotive industry has become one of the main drivers of the manufacturing sector in Turkey also creating employment for more than 400 thousand people. It is also the largest exporting sector of Turkey. Accounting for a 16 percent share in the total export volume. In addition, the sector plays a vital role in transferring know-how and high-tech production capabilities to Turkey; 50 out of 137 R&D centres in Turkey have been set up by companies in the automotive industry.

The Turkish government published an official automotive sector strategy document in February 2011 with the intention to shape the future of the industry. The key elements of this official strategy include the production of a local car, whose research is already underway.

The product portfolio of automotive manufacturers in Turkey covers a wide range of vehicles from sedans to heavy trucks. Turkey has increased its vehicle production from 374 thousand in 2002 to over 1 million 125 thousand 534 units in 2013. During the same period, vehicle production grew annually by an average of 11%. With this performance, Turkey has become the 16th largest motor vehicle manufacturer in the world. Turkey has already become a center of excellence, particularly in the production of commercial vehicles. By the end of 2013, Turkey was the largest light commercial vehicle producer in Europe.

Auto manufacturers increasingly choose Turkey as a production base for their products; around 73 percent of domestic production is destined for foreign markets. In 2013, more than 800 thousand vehicles were exported from Turkey to different markets. Between 2003 and 2013, the Turkish automotive market grew by an average of 12%. In 2013, vehicle sales reached 888 thousand 571 units. By the end of 2013, Turkey was the fifth largest automotive market within the EU. Despite strong sales figures, car penetration in Turkey – 165 cars per one thousand people – is still well behind the European average of five hundred. This indicates the availability of ample opportunities for carmakers.



