

**16 October 2015****PRESS RELEASE****KARSAN ATTENDS BUSWORLD EUROPE KORTRIJK FAIR WITH ITS OWN PRODUCTS**

**Karsan exhibits its passenger transport vehicles JEST, ATAK and STAR, which are nominees for 2015 ECW (European Coach Bus Week) Grand Award in bus category, together with its newly-developed electric minibus JEST as it attends Busworld Europe Kortrijk.**

Karsan participates in the Busworld Europe Kortrijk Fair to be held in Belgium on 16-21 October 2015 for the second time this year. Busworld Europe Kortrijk Fair claims the title of the world's oldest and biggest bus fair. In keeping with its vision of providing "Limitless Transportation Solutions", Karsan aims to design and manufacture a broad range of products from passenger vehicles to buses, minivans and heavy trucks with its experience and know-how of almost half a century. The company attends the fair this year under the motto "Upgrade Your Business and Services". Karsan will present three members of its own brand family, JEST, ATAK and STAR, as well as its electric minibus JEST concept, to visitors of the fair at its 900-square-meter booth in Hall 8.

Speaking at the press meeting held in Karsan booth on the first day of the fair, **David Siviero, Karsan Europe General Manager**, said that they are proud and excited to attend Busworld Europe Kortrijk for the second time and that they consider the fair as one of the important steps taken towards being a global player. Noting that they are presenting their most innovative products in the field of passenger transport, Siviero continued: "*Today, we present here the three members of our Karsan branded product family, the six-meter JEST minibus, the eight-meter buses ATAK and STAR, and our electric JEST minibus concept. Karsan designed its whole product range in accordance with the requirements and standards of European public transport sector. Proving solutions appropriate not only for the requirements of major cities, but also historical city centers, narrow streets, small towns, villages and districts with low traffic, our vehicles provide passengers with comfort while offering drivers a great ease of use and economy. We have designed our vehicles in line with the global requirements, and we are now marketing these vehicles across the entire Europe through Karsan Europe, which was established as a subsidiary of Karsan last year. We have no doubt that our vehicles will attract the same attention in Busworld this year.*"

**Karsan Otomotiv Sanayii ve Ticaret A.Ş.**

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## **Karsan JEST: The mostly-preferred minibus model in Turkish public transport sector**

Launched in Turkey in May 2013, the world's only ex-factory wheel-chair accessible six-meter minibus JEST Euro 6, which has a low floor and a high roof, stands out with its monocoque body using state-of-the-art light-weight materials for durability, safety, comfort and low cost of ownership.

JEST, the smallest member of Karsan's public transport family, was designed as a public transport vehicle for secondary roads leading to main roads in major cities. Since its launch in Istanbul, JEST has been a favorite minibus, with more than 1,850 units sold on 120 different lines and almost 3,000 units sold across Turkey in more than 45 provinces.

Last year's Design Turkey award winner JEST provides everyone with a modern public transport vehicle, while allowing the mobility impaired citizens to take part in community life under equal conditions thanks to its low floor and wheelchair ramp. With its high ceiling and wide interior space, JEST bears the title of the smallest bus while providing comfort both for seated and standing passengers. Its seating layout provides standing passengers with comfort, while its low fuel and maintenance costs make it a favorite model for minibus category in the field of urban transport.

With its JEST model, Karsan has proven also in Europe that the minibus concept, which is a well-established transport method in Turkey, is part of the solution for the transportation in modern cities. Today, JEST is a high-demand model not only in Turkey, but also across continents. JEST was launched in Europe in Romania for the first time, as part of the passenger transport fleet of Oradea Municipality. JEST was launched in the Americas in Dominican Republic for the first time. The vehicles were sold to Punta Cana International Airport. Karsan JEST is now used also in Austria, Hungary, Germany, Bulgaria, Romania and Georgia.

## **Karsan ATAK: A low-floor, wheel-chair accessible and modern bus**

In addition to JEST, Karsan displays at its booth also its ATAK model, its ex-factory low floor, rear engine, eight-meter bus. With its wheelchair accessible and low-floor design, ATAK offers numerous superior features such as a fully-automatic transmission and a Euro 6 engine.

ATAK stands out among others with its "low floor", which does not have any steps between the front and the rear doors, as well as its ECAS and Kneeling systems. Making life easier for wheelchair users with its foldable mobility ramp, Karsan ATAK has a panoramic view with wide and spacious window panels and also provides different seating arrangements and a passenger capacity of 58, thanks to its roomy interior.

Providing the driver with maximum driving comfort with its manual transmission option, ATAK provides excellent fuel economy with its Euro 6 engine. ATAK is an ideal option for urban transport thanks to its high-maneuvering capabilities, and provides a comfortable

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and safe travel with its insulated driver's booth, as well as its independent front suspension feature.

Almost 400 ATAK vehicles have been sold in Turkey since its launch, and 16 units were sold in last September to the Buda Castle Municipality in Budapest. In addition to Hungary, ATAK is used also in Germany and Azerbaijan.

### **Karsan STAR: Maximum comfort and economy**

The eight-meter STAR exhibited at Karsan's booth is designed for short-distance intercity transportation and tourist/personnel shuttles.

STAR can carry up to 31 passengers with its flexible seat arrangements, while providing wide and comfortable seat legroom. The vehicle's rail seat system can meet all expectations for both short-distance and intercity travel.

STAR has also a model with a capacity of 27 passengers and Class II seats, which allows the accommodation of wheelchair users. Thanks to its lift function, wheelchairs can easily access the vehicle.

STAR is the leader of its class with its wide and convenient luggage capacity of 4.25 m<sup>3</sup>. Karsan's state-of-the-art vehicle STAR aims to provide high comfort to passengers thanks to an engine positioned at the rear and an independent front suspension system.

The rich optional equipment choices make STAR a unique vehicle. It is equipped with multimedia tools, a travel computer, a foldable LCD screen, Wi-Fi, elegant service buttons above each passenger, and ESP.

### **Electric Karsan JEST is in Europe for the first time**

Karsan introduces the prototype of its electric minibus JEST, which is zero emission capable, to European visitors during this fair for the first time. The ex-factory wheelchair accessible electric minibus, JEST offers the best solution for narrow streets. The vehicle not only protects the environment, but also reduces operating costs. The touch screen in its panel provides the driver with an advanced multi-functional control.

The prototype of JEST, which was designed by Karsan in accordance with the latest technological trends, offers a significant solution not only for inner city transport with its electrical system but also for different areas of use with its design and size. JEST will meet the requirements especially where the metro and daytime busses, which have a low rate of occupancy during low-traffic hours, need to be supported by secondary roads. As part of the solution where stations are getting flooded by passengers flowing from narrow streets, the presence of electric vehicles not only makes the transport systems efficient, but also contributes to the low emission levels and total economy. Karsan's electric minibus JEST is planned to undergo mass production within 2017.

During the Busworld Europe Kortrijk fair, which will be held in Belgium until 21 October, Karsan will exhibit its Karsan JEST, Karsan ATAK and Karsan STAR vehicles, which are the nominees for the 2015 ECW (European Coach Bus Week) Grand Award in bus category, together with its electric minibus JEST at its booth in Hall 8.

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**Karsan in Brief**

Established in 1966, Karsan Otomotiv Sanayii ve Ticaret A.Ş. operated under the umbrella of the Koç Group of Companies over the period 1979-1998, and in 1998, the company was incorporated into Kıracağı Holding when İnan Kıracağı acquired its majority shares. Since 1981, the company has operated as a commercial vehicle manufacturer founded with 100% domestic capital. In line with the vision of "Unlimited Transportation Solutions" that it embraced as of 2009, Karsan's goals have been to develop and produce a wide range of products, from passenger cars to buses, from minivans to heavy trucks. Today, the company produces H350 model panel vans, minibuses and chassis cabs of Hyundai Motor Company, as well as BredaMenarinibus branded buses and Karsan JEST, Karsan ATAK and Karsan STAR vehicles at its modern and versatile facilities in Bursa. The marketing, sales and after-sales services related to these products are handled through Karsan Pazarlama, sales&marketing subsidiary of Karsan. With 1,242 employees as of June 2015, Karsan moved up from 151st rank to 93rd rank among "Turkey's Largest 500 Industrial Enterprises" in the 2013 survey of the Istanbul Chamber of Industry (ISO). Karsan's shares are publicly traded on the Istanbul Stock Exchange and as of June 2015, its actual share of stocks in circulation according to the records of the Central Registry Agency (MKK) has been 34%.

**Karsan Europe S.r.l. in Brief**

A wholly-owned subsidiary of Karsan Otomotiv Sanayii ve Ticaret A.Ş., Karsan Italy s.r.l. was founded in Torino, Italy on 12 December 2014 in order to sell the vehicles manufactured by Karsan to foreign markets and to offer after-sales services. The company's trade name was changed to Karsan Europe S.r.l. in October 2015. Aiming to increase the export potential of Karsan Otomotiv, Karsan Europe S.r.l. carries out the marketing, sales and after-sales services of Karsan's JEST, ATAK and STAR brands.

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