



20 May 2014

PRESS RELEASE**KARSAN PAZARLAMA A.Ş. BECOMES THE EXCLUSIVE DISTRIBUTOR OF HYUNDAI'S NEW SEMI BONNET TYPE LIGHT COMMERCIAL VEHICLE SERIES IN TURKEY**

Following the agreement signed by Karsan Otomotiv Sanayii A.Ş. for the production of the new semi bonnet type light commercial vehicle series of which gross vehicle weight is from 3.5 ton to 5 ton being developed by the Hyundai Motor Company (HMC), Karsan Pazarlama A.Ş. has become the exclusive distributor in Turkey.

Following the agreement signed by Karsan Otomotiv Sanayii on 27 November 2012 for the production of the new semi bonnet type light commercial vehicle series of which gross vehicle weight is from 3.5ton to 5ton of the Hyundai Motor Company (HMC), now Karsan Pazarlama A.Ş. has become the exclusive distributor of the series in Turkey. The Distributorship Agreement was signed in the ceremony held in Swissotel Istanbul on 20 May 2014 by Murat Selek, Managing Director, and Vançın Kitapçı, General Manager, representing Karsan Pazarlama A.Ş. and Byung Tae YEA, Executive Vice President, and Jong Moo KIM, Sales Vice President, representing HMC. With the distributorship agreement signed, Karsan Pazarlama A.Ş. has become the exclusive provider in Turkey of the sales, marketing and after-sales services for the semi bonnet type light commercial vehicles to be produced by Karsan Otomotiv Sanayii A.Ş. for HMC.

Karsan Otomotiv Sanayii prepares for starting the production of the semi bonnet type light commercial vehicle series being developed by HMC, which consists of panel vans, light trucks and minibuses, for all markets (export and domestic) in the last quarter of this year under the agreement signed in 2012. Meanwhile, Karsan Pazarlama A.Ş., which has a wide sales and after sales service provider network throughout the country, will continue to provide its services with an enriched product range with this agreement signed on 20 May 2014.

Murat Selek, Managing Director of Karsan Pazarlama, said that the cooperation between Karsan and HMC gained strength and took a new dimension with the exclusive distributorship agreement signed, and continued: "We will start to produce, in the last quarter of this year, the new semi bonnet type light commercial vehicle model to be introduced by HMC in Europe for the first time in Hannover Commercial Vehicles Show, and we will launch it in Turkey at the beginning of 2015".

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Selek said that they were very happy to sign the exclusive distributorship agreement following the production agreement. Selek commented that Karsan Pazarlama will provide the best service with its wide sales, service and spare part network, which is being reconstructed, and that HMC, which is a world giant, will play a critical role in their success in Turkey.

Speaking at the signing ceremony, Byung Tae Yea, Executive Vice President of HMC Commercial Vehicles, said: "As HMC, we will soon launch in Europe the new semi bonnet type light commercial vehicle series, whose production agreement was signed with Karsan in November 2012. With these new products which will be manufactured with the product quality of Hyundai and manufacturing experience of Karsan, we are entering a new segment for our brand both in Europe and Turkey. With this new product family, we aim to achieve the success we have had in the automobile market also in the light commercial vehicle market. The distributorship agreement signed with Karsan Pazarlama today is the sign of the increasing cooperation and trust between the two companies. We have full confidence that we will be successful also in the Turkish market together with Karsan Pazarlama".

Stating that HMC will hold its global distributors convention in Antalya Belek between 21 and 22 May with the participation of 64 distributors from 54 countries and 130 senior representatives, YEA said: "This important meeting will be held in Turkey, which is the production center of our new product family, and this is particularly meaningful and important for us."

C.H Kim, President of HMC Commercial Vehicles, and Jan Nahum, Managing Director of Karsan, were also present at the ceremony.

Karsan Pazarlama A.Ş in brief

In parallel to the process of change that Karsan initiated, Karsan Pazarlama A.Ş. started its operations in 2009 in order to provide the marketing, sales and after-sales services for Karsan branded products and Hyundai Truck HD Series models, and the company aims to provide the best service for its customers. Karsan Pazarlama has transferred Karsan's 48 years of vast experience in the Turkish automotive industry into a service network of more than 100 authorized sales and service points throughout Turkey. Working with the ideal of excellence in service, Karsan Pazarlama responds to the customers' needs rapidly and efficiently. Providing sales, marketing and after-sales services for Hyundai Truck and BredaMenarinibus branded products as of 2014, Karsan offers product solutions for the urban transportation needs while operating also in the field of garage management.

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Hyundai Motor Company in brief

Founded in 1967, Hyundai Motor Company is Korea's undisputable leader in the field of automotive production, and among the leading automotive producers of the world. With its more than 63,000 employees, Hyundai Motor Company is a major backbone of the Hyundai Group, producing many different models of vehicles in the passenger car, light commercial and heavy commercial vehicle categories. The Ulsan Factory, which has a production capacity of 1.5 million vehicles a year, is the world's largest complex automotive production facility. The commercial vehicle factory Jeonju with an annual capacity of 100.000 vehicles and the passenger vehicle producer Asan Factory with an annual capacity of 300.000 vehicles, have started production in 1995 and 1996 respectively. Hyundai, which has acquired Kia in 1998, currently holds more than 70% of the Korean automotive market. In 1976, Hyundai exported its first model, "Pony", which it had produced in 1974, and 29 years later after its establishment, the corporation completed the manufacture of its 10 millionth vehicle and exported its 10 millionth vehicle in 2004. The company, which has introduced many "firsts" in many fields, has within this framework produced Korea's first sports car Scoupe (1990), a vehicle prototype operating with hydrogen, a vehicle prototype with low emission and an ultra light aluminum vehicle, as well as Hybrid vehicles. In addition to its factories in South Korea, Hyundai Motor Company has global production centers in Turkey, the United States of America, the Czech Republic, China and India. In the JD Power's quality survey conducted in 2009, the company ranked the first in the non-premium automobile class. Hyundai Motor Group reached its sales record 7.66 million vehicles and ranked as the world's 5th largest automotive producer in 2013.

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