



**23 February 2015**

**PRESS RELEASE**

**KARSAN NOW IN EUROPE WITH "KARSAN-ITALY"**

**Torino based Karsan-Italy will engage in the marketing, sales and aftersales activities for Karsan-branded vehicles in Western Europe**

Karsan, a prominent Turkish automotive manufacturer specialised in the creation, production and sales of urban and suburban transport vehicles, founded Karsan Italy S.R.L headquartered in Turin, Italy on 12 December 2014. David Siviero, who has senior management experience with international companies in marketing, sales and aftersales services, was appointed as General Manager to head the company. Karsan-Italy initially will provide marketing, sales and aftersales services for Karsan's JEST, ATAK and STAR branded vehicles in the EU.

The 6 meter "**JEST**", is a low floor mini bus which gives urban passangers large bus comfort, as well as an efficient, economic, ecological operation for the owner. It has been designed for ease of entry and exit, is wheelchair accesible and is the smallest most economic line bus type operation vehicle available designed for seated and standing passangers as well. The 8-meter low floor "**ATAK**" is a larger version of JEST with a passanger capacity of 60 including standing. "**STAR**", is the short-distance intercity transportation/ shuttle bus version of ATAK, featuring a high floor, best in class luggage space and can accommodate up to 29 seated passangers.

Commenting on the foundation of Karsan-Italy, General Manager David Siviero stated that these Karsan-branded vehicles designed for public transport and recently introduced to the market as new versions replacing Karsan's existing vehicles, are gaining popularity and market share in Turkey as a result of the comfort they provide to all stake holders, and the utility they provide to their owners/operators. Siviero elaborated, saying; "Our products stand out with their low-floor and ease-of-access for the handicapped. We believe that Karsan's product range is well adapted for West European needs of urban/suburban transport. Historic city centers, towns with narrow streets, smaller towns and villages with less commuter transport needs, off hour service requirements needing lower capacity vehicles, are all well served by our range of vehicles, with minimum impact on the environment they are operating in and maximum ease of use or comfort being offered to passangers and operators."

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

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**Vergi Dairesi: Ertuğrulgazi Vergi No: 525 000 1906**

KARSAN



**Karsan Italy S.R.L. in Brief**

Karsan Italy S.R.L. was founded in Turin, Italy on 12 December 2014, as a company wholly-owned by Karsan Otomotiv Sanayii ve Ticaret A.Ş. founded with the aim of increasing the export potential of Karsan Otomotiv Sanayii ve Ticaret A.Ş., the company engages in marketing, sales and aftersales activities for Karsan's JEST, ATAK and STAR brands.

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