



Karsan Takes Firm Steps Forward on the Path to Become a Global Brand!

Karsan Joins TURQUALITY Support Program!

Karsan, offering leading-edge solutions for cities with its public transportation systems and celebrating its 50th foundation anniversary, has been qualified to join the TURQUALITY Support Program initiated by the Ministry of Economy on branding of Turkish products abroad and establishment of 'Made in Turkey' image .

Celebrating its 50th foundation anniversary and carrying out production operations of commercial vehicles and leading-edge public transportation vehicles at its 2 separate plants located in Bursa, Karsan has taken another important step forward on the path to become a global player. After its application for the "TURQUALITY Support Program", world's first and most comprehensive brand improvement program developed by the Ministry of Economy, Karsan passed all audits successfully and became entitled to join the program.

Mr. Okan Bař, CEO of Karsan stated that Karsan's acceptance to the TURQUALITY Support Program is a significant indicator that the Brand takes firm steps forward and added: "As Karsan, one of our major strategies is to become a global Turkish brand representing our country abroad. From this viewpoint, our acceptance to such a powerful program shows us how accurate our studies and endeavors have been. We will be continuing our work on this path without a single break, taking justified pride of participating in TURQUALITY Support Program."

Karsan Otomotiv Sanayii ve Ticaret A.ř.

Hasanaęa Organize Sanayi Bölgesi (HOSAB) Sanayi Caddesi 16225 Nilüfer - Bursa

T +90 224 484 21 70 (25 HAT) F +90 224 484 21 69

www.karsan.com.tr

Ticaret Sicil No: 13366 Mersis No: 4521856963963670

Vergi Dairesi: Ertuęrulgazi Vergi No: 525 000 1906



The program comprising 118 distinguished companies will substantially contribute to Karsan's strategy to become an internationally renowned, strong Turkish brand. TURQUALITY Support Program incorporates numerous important incentive items, particularly publicity, store and franchising applications, consultancy and industrial design of which Karsan will be able to make benefit for enhancing its competitive capacity on the international arena.

About the program

TURQUALITY, the state-funded brand development program based on the vision of improving "10 Global Brands within 10 Years", is of crucial importance as it is a program devised to increase the export by developing 'Strong Global Brands' out of Turkish companies, strengthen the 'Made in Turkey' image and reputation of Turkey and support selected homegrown companies with brand potential from the domestic market.

Karsan, at a glance

Founded in 1966, Karsan Otomotiv Sanayii ve Ticaret A.Ş. operated under the Koç Group between 1979-1998 and following Inan Kırac's purchase of the majority shares in 1998, the Company started to carry out its operations within the body of Kıraca Holding. Since 1981, Karsan has been a commercial vehicle manufacturer with 100% local capital. In line with its "Limitless Transportation Solution" vision set in 2009, Karsan has aimed to develop and manufacture a wide variety of products ranging from passenger cars to buses and minivans to heavy trucks and today the Company produces in its state of the art, flexible facilities Hyundai Motor Company's H350 model panel vans, minibuses as well as chassis for pick-up trucks and Menarinibus branded buses under license besides Karsan JEST, Karsan ATAK and Karsan Star vehicles manufactured under its own brand. Marketing, sales and after sales services of such products are performed via Karsan Marketing.

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