



**19 November 2014**

**PRESS RELEASE**

**KARSAN BRANDED VEHICLES ARE IN ROMANIA NOW!**

Karsan, one of the leading companies in the Turkish automotive industry, participated in the Public Transporters Union (URTP) event sponsored by Anadolu Otomobil Rom, Karsan's Romanian distributor, in Bucharest, on Thursday, November 13. Karsan participated in the event held by URTP, the national network of the Romanian regional public transport operators and passengers to make the national public transport contribute to sustainable development with its own brand-named vehicles: JEST, ATAK, and STAR.

Karsan's ATAK and STAR first introduced to Europe at the Busworld Kortrijk tradeshow in October 2013, and then at Busworld Turkey, in April 2014, and at the Hannover tradeshow, in October 2014 won great recognition.

"Karsan ATAK" featuring 8-meter low floor and disabled access, and "Karsan STAR", the 8-meter city bus used in touristic services and as a shuttle vehicle both have EuroVI engine versions meet European norms were introduced to the audience at the Public Transporters Union event. Karsan's officials were present at the event where "Karsan JEST", the 6-meter low-floor, small bus featuring disabled access was also introduced.

Karsan officially announced the distributorship agreement entered into with Anadolu Otomobil Rom at the joint press meeting on Friday, November 14. Karsan Pazarlama was represented by Kağan Deniz, Export Manager and Anadolu Otomobil Rom SRL was represented by the Company's owner Hüseyin Aykol, and General Manager Magda Pesu at the joint press meeting to officially announce that this business cooperation had brought Karsan into the Romanian market.

Kağan Deniz, Export Manager, Karsan Pazarlama said that despite the crisis in Europe, Romania's economy kept growing. Deniz also said that he believed Romania would become one of the major countries in the European market in the near future, and at Karsan they were proud to be in a market where public transport was so important, with a strong business partner.

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

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**Karsan in Brief**

Established in 1966, Karsan Otomotiv Sanayii ve Ticaret A.Ş. operated under Koç Group between 1979 and 1998. It joined Kiraça Holding in 1998 when İnan Kiraç purchased the majority shares. In line with its vision "Unlimited Transportation Solutions" adopted in 2009, Karsan has been manufacturing a wide range of products such as light commercial vehicles, buses and heavy trucks. Today, it produces BredaMenarinibus branded buses and its own products Karsan JEST, Karsan ATAK and Karsan STAR at its modern and flexible facilities located in Bursa. The marketing, sales and after-sales services of these products are carried out by Karsan Marketing Company.

Employing around 1000 people, Karsan rised from 151<sup>st</sup> rank to 93<sup>rd</sup> rank in the list of "Turkey's Top 500 Industrial Entities" in 2013 by the Istanbul Chamber of Commerce.

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