

**24 November 2015****PRESS RELEASE****KARSAN ATAK BUSES LAUNCHED IN BUDAPEST**

**Having won the 16-bus tender held for meeting the bus requirement of Buda Castle Municipality in Hungary's capital Budapest, Karsan has now delivered the buses to the Municipality.**

Karsan had won the 8-meter bus tender (16 fixed + 24 optional buses) announced by BKK (Center for Budapest Transport), Budapest's public transport company, in the EU's Official Journal dated 25 September 2013 for meeting the bus requirement of Buda Castle Municipality with its ATAK buses, and had signed its contract with BKK on 8 September 2014, undertaking to deliver the buses to the Buda Castle Municipality. 16 ATAK buses, which are the subject of said contract, have now been commissioned with a ceremony held in Budapest. Thus, the obsolete buses used by Buda Municipality, which were aged above 10 years and which were used in the Buda Castle region, a historical and touristic district of Budapest, have now been replaced by the new-generation KARSAN vehicles.

Balazs Szeneczey, Budapest Deputy Mayor, Dr. Gabor Tamas Nagy, Buda Castle Region Mayor, Dr. Kalman Daboczi, BKK President, Tibor Bolla, BKK Chairman, and Vançın Kitapçı, Karsan Pazarlama General Manager participated in the Delivery Ceremony, held in Lion Square in Buda Castle on November 19, Thursday.

Extending thanks to the Budapest local government during the ceremony for choosing Karsan products, Vançın Kitapçı said: "We are very proud that ATAK buses manufactured in Karsan's Bursa plant will now be used in Budapest, the beautiful capital of Hungary, for public transport around the city. This is a great source of pride for us as we have a strong historical and cultural connection with Hungary. Having been introduced to the West Europe during Busworld Kortrijk in October 2013 for the first time and developed as a result of our "*Urban Transformation in Transport*" approach, the 8-meter Karsan ATAK bus will be greatly admired by users thanks to its passenger capacity, low fuel consumption and modern design, and will be the favorite of passengers with its low-floor, easy access and comfort. Karsan ATAK has changed the dynamics of the industry within a short time with its distinctive features in comparison to competitors." Stating that Karsan has been manufacturing not only its own vehicles, but also the leading global brands in commercial vehicle segment for nearly half a century, Vançın Kitapçı highlighted that they have manufactured more than 100,000 passenger vehicles so far.

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

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During his speech, Balazs Szenczey, Deputy Mayor of Budapest, noted that the newly-delivered Karsan ATAKs not only contributed to extending their fleet, but also to the development of Budapest, and extended thanks to Karsan, which manufactured the vehicles very fast thanks to its flexible manufacturing capabilities.

### **Karsan ATAK in brief**

Karsan's 8-meter bus ATAK offers numerous superior features such as a stainless steel body, a fully-automatic transmission and a Euro 6 engine. It stands out with its "low-floor", allowing passengers to get on and off the bus in one time step, and ECAS system, which enables the bus to kneel. 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 60, thanks to its roomy interior. Providing the driver with maximum driving comfort with a choice of a gearshift robot in addition to its manual transmission option, ATAK provides excellent fuel economy with its Euro 6 engine. ATAK is an ideal option for urban transport with its low-maneuvering capabilities, and provides a comfortable and safe travel with its insulated driver's booth, as well as its independent front suspension feature.

**Karsan Pazarlama in brief**

In parallel to the process of change that Karsan initiated, Karsan Pazarlama A.Ş. started its operations in February 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 49 years of vast experience in the automotive industry into a service network of more than 100 authorized sales and service stations throughout Turkey. Working with the ideal of excellence in service, Karsan Pazarlama responds to the customers' needs rapidly and efficiently. Having started to provide sales, marketing and after-sales services for Hyundai Truck&Bus and BredaMenarinibus branded products, Karsan Pazarlama offers product solutions for the urban mass transportation requirements while operating also in the field of car park management.

**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 Kıraca Holding when İnan Kıracı acquired its majority shares. Since 1981, the company has operated as a commercial vehicle producer based on 100% locally-based equity. In line with the vision of "Limitless 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 brand 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 in Turkey related to these products are handled through Karsan Pazarlama. With 1,254 employees as of September 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 is ranked as the 44<sup>th</sup> brand among 100 brands in the "Turkey's Most Valuable Brands" survey, conducted by Brand Finance which is an international brand valuation company. Karsan's shares are publicly traded on the Istanbul Stock Exchange and as of September 2015, its actual share of stocks in circulation according to the records of the Central Registry Agency (MKG) has been 35%.

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