



## **Karsan Receives the “Most Reputable Commercial Vehicle Brand of the Year” Award**

### **Karsan is the most reputable brand of the year!**

**Karsan, domestic producer of commercial vehicles, was chosen by the public jury as the “Most Reputable Brand of the Year” in the commercial vehicles segment in the context of “The One Awards Integrated Marketing Awards”. Stating that they had achieved a trail of significant successes in Turkey and abroad in 2018, Karsan Commercial Affairs Assistant General Manager Muzaffer Arpacioğlu continued “We are happy to see our customer, quality and technology-oriented approach, which we put to use 2 year ago, paying its dividends. In 2018, we were able to increase our market share in the domestic market through our [Jest+](#) and [Atak](#) models, we also increase our brand awareness and boosted our standing on the global stage through increased exports and a serious of international tenders awarded to us. Whereas in 2019, further increasing customer satisfaction will be the focus of our domestic and foreign targets”.**

The winners of the "The One Awards, Integrated Marketing Awards" jointly organized by Marketing Turkey and Akademetre were announced. Companies from 34 sectors were awarded the “Most Reputable Brand of the Year” award on the basis of a public survey covering 1200 people in 12 provinces. Standing out for its strategic collaborations and customer-focused visionary projects, Karsan added another chapter to its success story by being chosen as the commercial vehicle brand that had the greatest boost to its reputation in 2018. In the context of “The ONE Awards Integrated Marketing Awards”, Karsan was honored by the public jury with the “Most Reputable Brand of the Year” award in the commercial vehicles segment.



**“We are putting customer satisfaction at the heart of our operations”**

Karsan Commercial Affairs Assistant General Manager Muzaffer Arpacioğlu said the following “We are extremely happy to see all our efforts throughout the year to be acknowledged by the public jury as part of the awards handed out by Marketing Turkey and Akademetre. I would like to take this opportunity to thank all who have contributed to this great achievement, and also our employees and business partners for all their valuable efforts”. Stating that they had achieved a trail of significant successes in Turkey and abroad in 2018, Arpacioğlu continued “We are happy to see our customer, quality and technology-oriented approach, which we put to use 2 year ago, paying its dividends. In 2018, we were able to increase our market share in the domestic market through our [Jest+](#) and [Atak](#) models, we also increase our brand awareness and boosted our standing on the global stage through increased exports and a serious of international tenders awarded to us. Within this period of time, we have launched the European sales of [Jest Electric](#), a new model developed in collaboration with BMW that has the highest range and the most sophisticated technological hardware in its segment. While at the Hannover fair, we have introduced for the first time the second product of our investment initiative, a prototype of [Atak Electric](#) only designed and developed in 4 months, which we soon plan to launch onto the market. In 2019, further increasing customer satisfaction will be the focus of our domestic and foreign targets”.