



KARSAN

Taxi & Mobility Update 2016

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Karsan Milestones

1966

Founded by 269 investors.



1979

The majority of shares purchased by Koç Holding.



1981

Began to produce and sell the J9 minibus.



1997

The first local minivan Peugeot Partner was initiated.



1998

The majority of shares purchased by Kiraça Holding.
Karsan became Turkey's leader of light commercial vehicle export.



1999

New plant built



Karsan Milestones

2000

Initial Public Offer (IPO) of Karsan shares.



2006

The name and license rights of J Series J9 Premier bought by Karsan.



2007

Strategic partnership agreement signed with HMC to begin the production of Hyundai HD light trucks.



2008

Renault Trucks Premium production began.
Citroen Berlingo production began.



2009

New vision set as "Limitless Transportation Solutions"
Karsan Pazarlama was established.

Renault Trucks Premium Lander and Kerax presented



Karsan Milestones

2010

Karsan became finalist at New York "Taxi of Tomorrow" Tender.

Hyundai Truck New Series production began.

J10 replaced J9.



2011

75 buses BredaMenarinibus delivered to Rome.



2012

Production and sales contract signed with Hyundai for its new H350 Series.



2013

540 units of buses delivered to İETT. (İstanbul)

8 units of buses (12m, 18m CNG) delivered to Italy.

Karsan launched the first product of its product portfolio, JEST.



2014

40-18m articulated CNG buses delivered to Konya Municipality.

ATAK ve STAR presented in Busworld Turkey.

Karsan Pazarlama became the exclusive Turkish distributor of Hyundai light commercial vehicles.



2015

Hyundai H350 production.





I N T E R N A T I O N A L A U T O M O T I V E C O M P A N Y

Strategic Partnership and Contract Manufacturing

Strategic Partnership:	Hyundai (HD Trucks, H350 van/ minibus/ truck), BredaMenarinibus
Contract Manufacturing:	Renault Trucks (Premium Lander/ Premium Long Route), PSA Peugeot Citroen (Berlingo/ Partner)

Original Equipment Manufacturer (OEM)

OEM: Karsan JEST, Karsan ATAК, Karsan STAR, Concept V1

Integrated Services

Bus Garages (IETT), MaaS

Karsan's R&D Center

Founded in 2005 with 100% local equity participation of Kiraa Holding and Hexagon Danışmanlık.

Turkey's largest independent Engineering & Design center.

Over 4,000m² workshop area.

Committed and flexible workforce of more than 200 engineers.

100,000 h/year Engineering Capacity.

Automotive, defense industry and maritime sectors.

Provides turnkey solutions throughout the entire cycle of product development.

Has been endorsed as a Research and Development Center by the Ministry of Science, Industry and Technology of the Republic of Turkey.



Hasanağa Factory Bursa

Total Area : 200,000m²
Closed Area : 90,000m²
Capacity : 65,000 unit/year in three shift
Operations : Bus production, welding (body), paint, assembly



Karsan Factories

OSB Factory Bursa

Total Area : 30,000m²
Closed Area : 25,000m²
Operations : Tractor cabins, bus body frame manufacturing,
cataphoresis, ed-coating & paint, spare part.

Karsan Design Philosophy based on innovative purpose-built product design

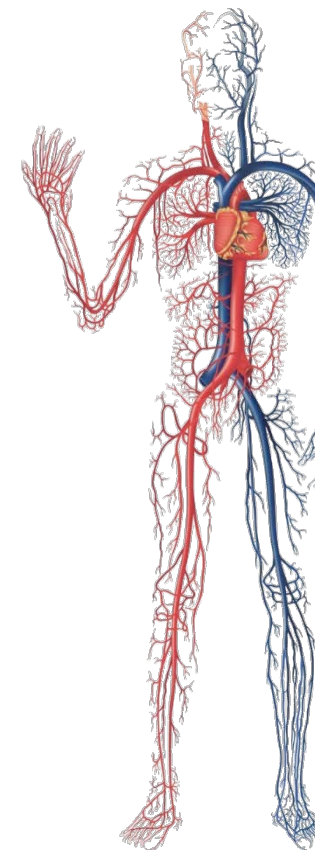


Fit for Purpose

Adapted solutions based on high volume, standard products

Customized solutions designed from scratch

egrated Transportation Solutions



Karsan, with its product portfolio ranging from 5m to 18m, aims to provide products in accordance with the transportation requirements.

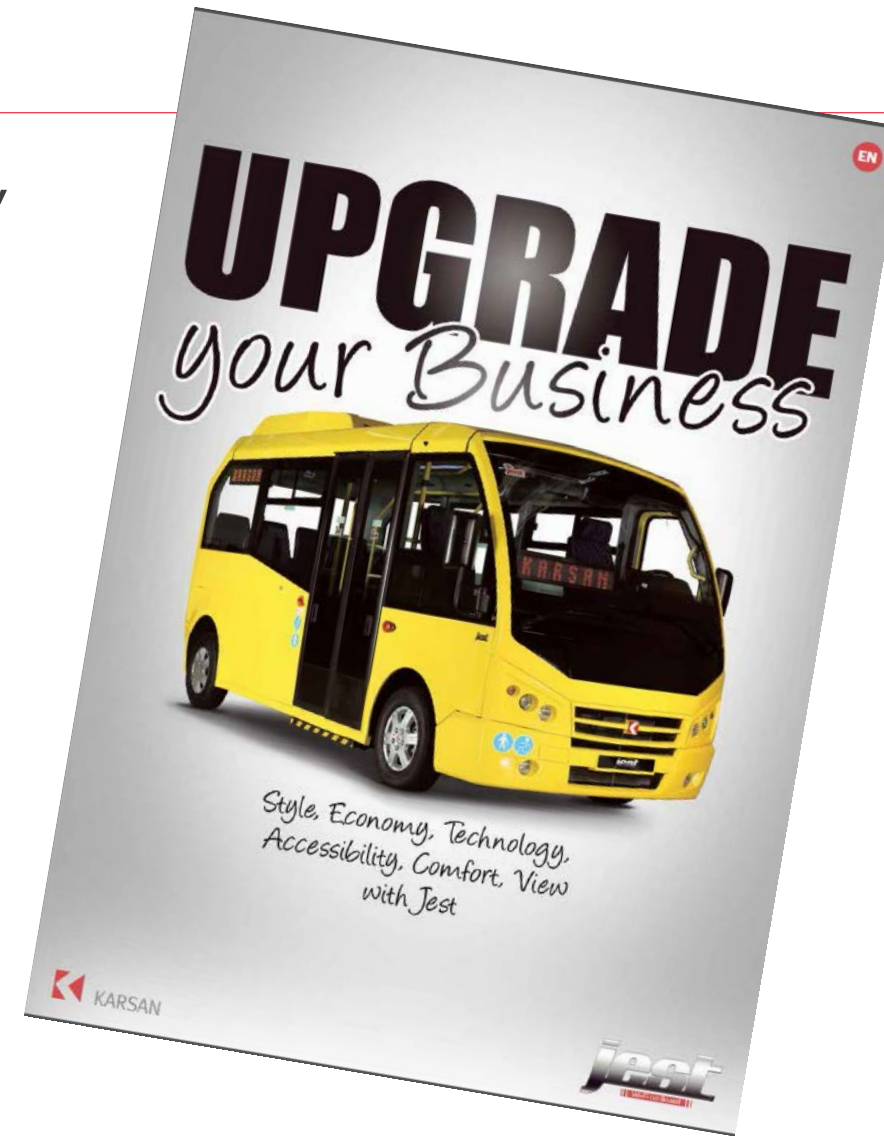
Transformation in Urban Transportation with Karsan "JEST"

Our cities are being renovated, with Urban Transformation projects, thereby creating modern and contemporary living spaces for people.

Urban public transportation, as one of the most important parts of the Urban Transformation, is also renewing and modernizing to adapt to the changes in the cities.

With the awareness of this transformation, we have adopted the "Transformation in Urban Transportation" approach and presented our youngest member of our Karsan branded product family, JEST, in 2013.

Karsan, aims to add value to the cities which are in the transformation process with the modern and contemporary approach in urban transportation systems, with its products.



There is a need to redefine the minibus in today's complex urban transport system

Past



Bad Legacy: polluting engines, uncomfortable chassis (mostly due to the conversion from good carrier vans), unregulated use (random stops), difficult ingress/egress (non ergonomic interior design and high floor)

Future



Reborn: A civil low floor, high roof, spacious and agile compact vehicle



Transportation Solutions: Shared Taxi, Paratransit and Public Transport on-peak and off-peak hours

an designed JEST for its versatile usage



► **As shared Taxi**

To reach the main arteries and city centers from the condensed suburbs via narrow streets is a common problem:

Bicycles may be uncommon,

Bikes may create noise and pollution,

Taxis or private cars, are both expensive and unsuitable for large groups and big families, disliked due to lack of parking spots

► **As Public Transport**

Increased:

Capacity

Flexibility

Sustainability



► **As Paratransit**

Low Floor

Wheelchair accessibility



Karsan JEST

Low Floor
Electric Ramp for Wheelchair
Disabled Accessibility System
Large Doors



Spacious Interior
Functional and Ergonomic Cockpit
Panoramic View
High Ceiling



Wi-Fi on Board



Monocoque Body
Durability (purpose-built factory body)
Safety (vehicle handling, braking (ESP))
Lightweight (composite and aluminum materials)
Comfort (independent suspension)



High Maneuverability

Fuel Efficient 11,7 l/100km
Light Weight Aluminum and Composite
Low Maintenance Costs



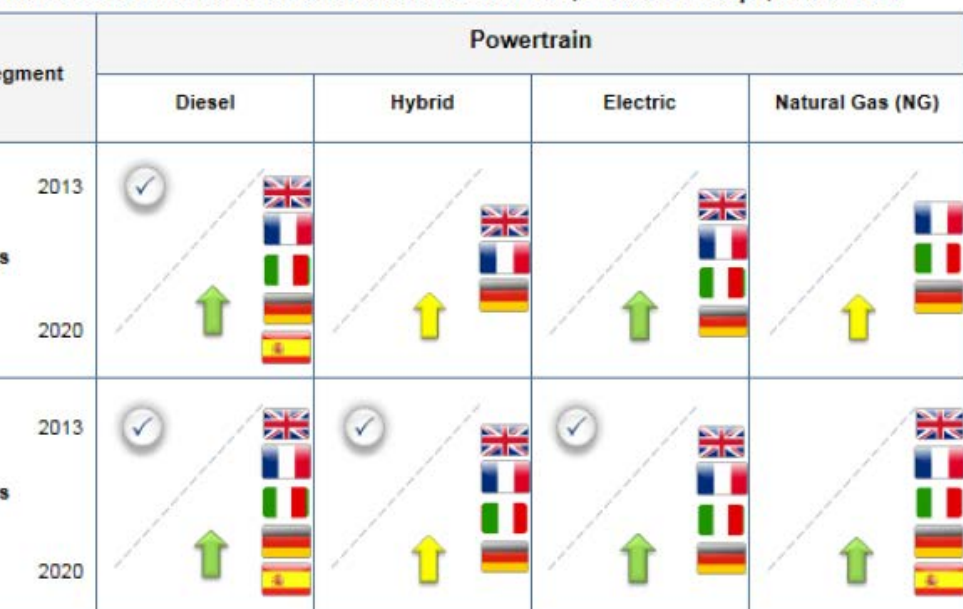


Total Sales Amount: over 4,000 including below countries:
Turkey, Germany, Austria, Bahrain, Bulgaria, Dubai, France, Italy ,
Romania, Poland, Macedonia and Hungary



Electrical Mini-Midibus with range extender Market: Powertrain Standard Overview

Mini-Midibus Market: Powertrain Standard Overview, Western Europe, 2013–2020



Source: Frost & Sullivan

Displayed in 2015 Kortijk



Concept V1

- ▶ Vision: Creating a new concept & car segment based on accessibility.
- ▶ This new car segment is the Highly Accessible Vehicle "HAV" and "Concept V1" is the first product of this segment.

Karsan currently focuses on V1's Iconic London Cab version, and leads the design studies with the prestigious Royal College of Art of UK

The studies will soon finish and V1 Iconic London Cab Design will be unveiled. A functional range extended electric prototype will be sent to London at the end of 2016



Innovative and Entrepreneurial

Broad Scope

LIMITLESS
Transportation Solutions

Sustainable

Customized

From R&D to production, marketing to after sales, Karsan has proven its experience in managing the entire automotive value chain with its strategic partnerships.

Thank You