

Made for micro-transit and the urban environment **Jest Electric**

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KARSAN

"There's no chance that iPhone is going to get any significant market share. No chance."

**Steve Balmer, 2007
Former Microsoft's CEO**



"I believe in the horse. The automobile is only a passing phenomenon."

**Kaiser Wilhelm II, 1905
Last German Emperor**



"I think there is a world market for maybe five computers."

**Thomas Watson, 1943
President of IBM**



*Connecting rate of improvement
and reach today ...*

\$5 million vs. \$400

Price of the fastest supercomputer in 1975¹
and an iPhone 4 with equal performance

230+ million

Knowledge workers in 2012

\$2.7 billion, 13 years

Cost and duration of the Human Genome Project,
completed in 2003

300,000+

Miles driven by Google's autonomous cars
with only one accident (human error)

3x

Increase in efficiency of
North American gas wells
between 2007 and 2011

85%

Drop in cost per watt of a solar
photovoltaic cell since 2000

*... with economic potential
in 2025*

2–3 billion

More people with access to the Internet in 2025

\$5–7 trillion

Potential economic impact by 2025
of automation of knowledge work

\$100, 1 hour

Cost and time to sequence a human genome
in the next decade²

1.5 million

Driver-caused deaths from car accidents in 2025,
potentially addressable by autonomous vehicles

100–200%

Potential increase in North American oil
production by 2025, driven by hydraulic
fracturing and horizontal drilling

16%

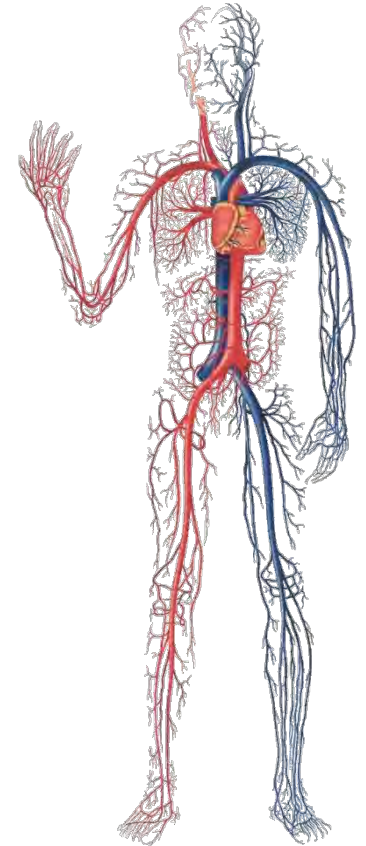
Potential share of solar and wind in
global electricity generation by 2025³

Source: McKinsey Global Institute 2013

Karsan since 1966



Karsan as a Solution Provider



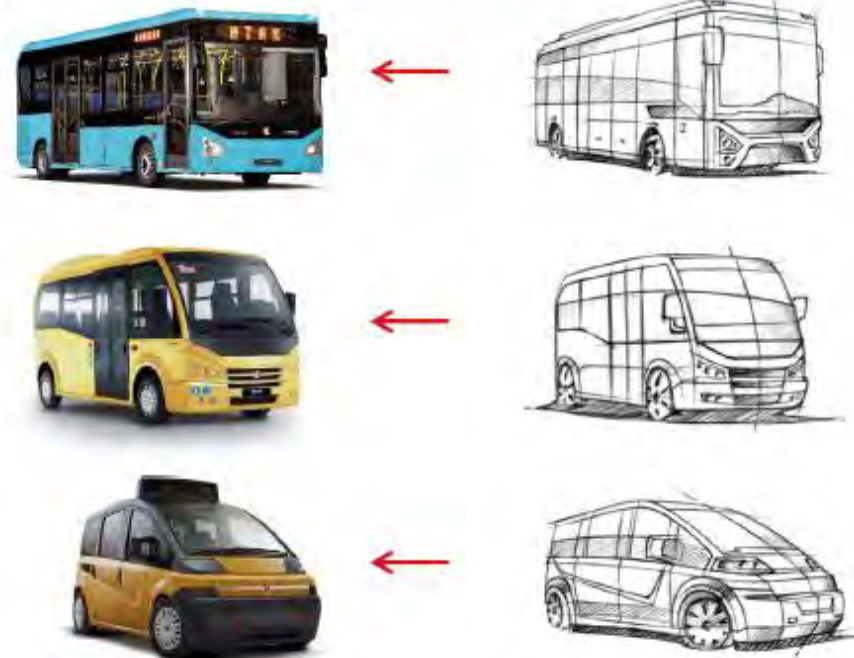
- Inspired by the veins of a human body
- A wide range of vehicles from 5 to 25 meters

Karsan Design Philosophy

Competition



Karsan



Adapted solutions based on high volume, standard products



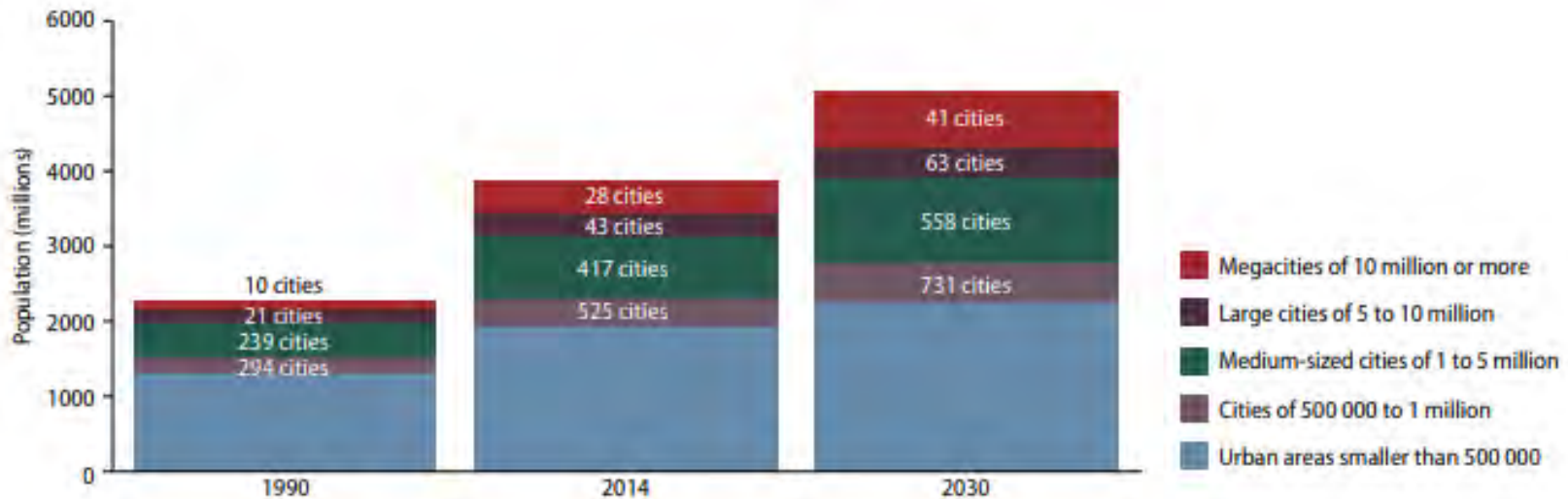
Fit for Purpose

Customized solutions designed from scratch





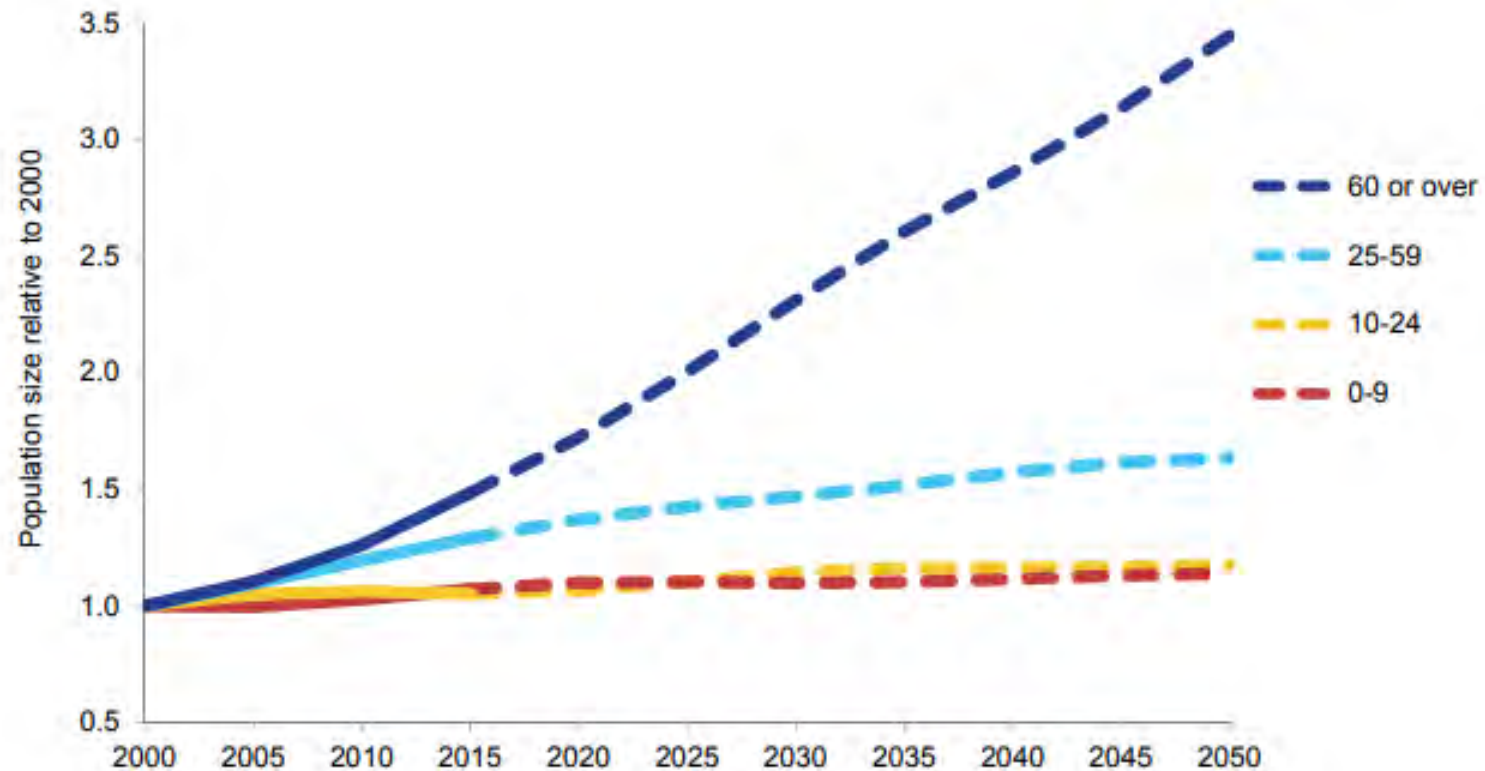
Urbanization



Source: United Nations

- In 1900s, Only 15% of the world population was living in cities. By 2010, this rate has come up to 50
- 12.5 % of the world urban dwellers live in Megacities

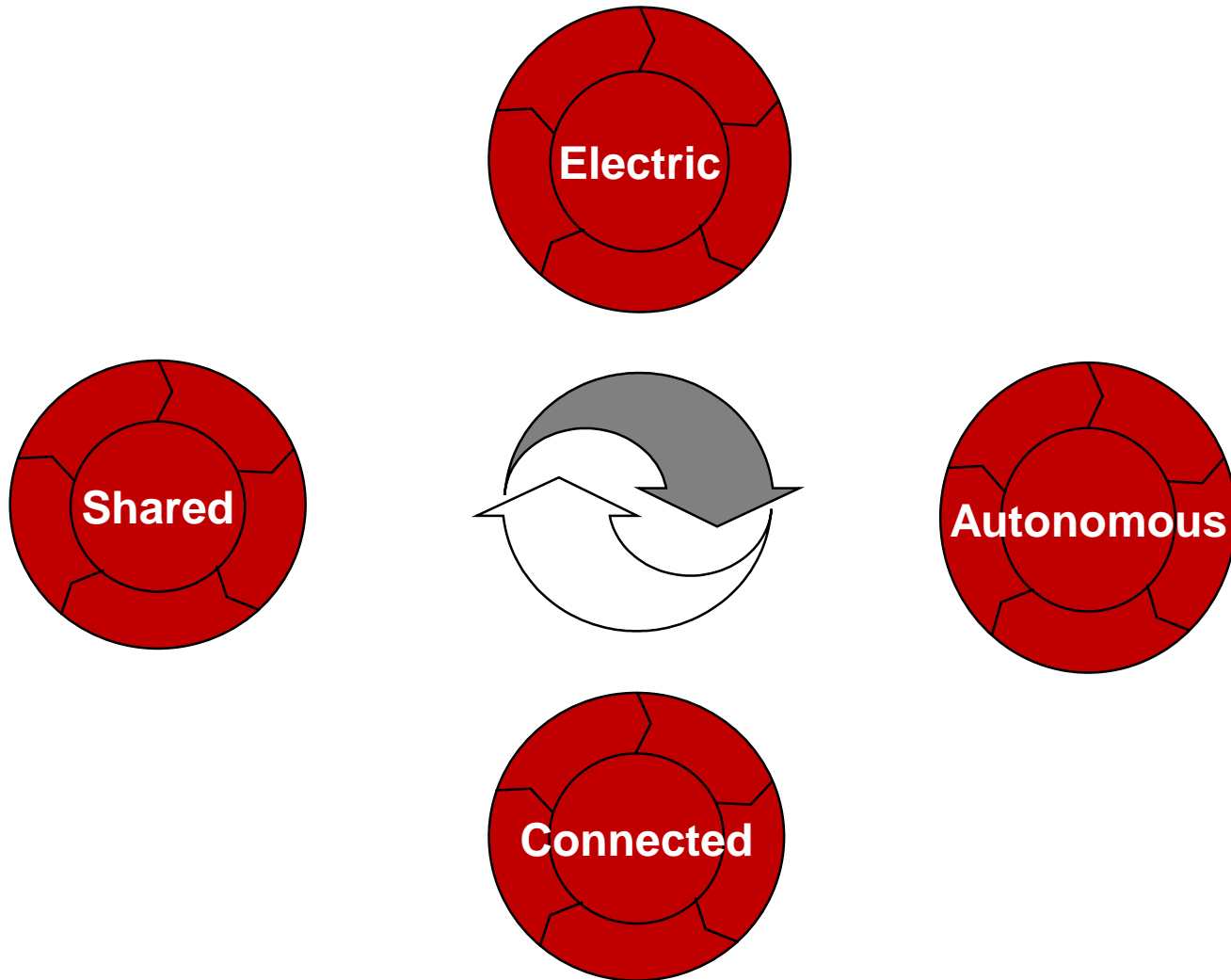
Aging world population



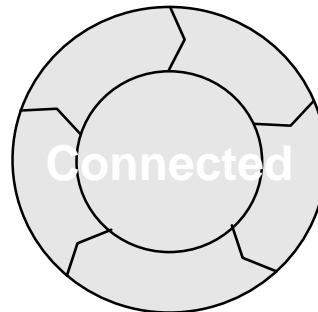
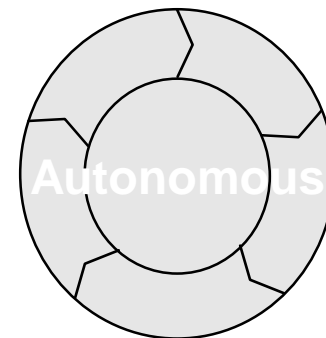
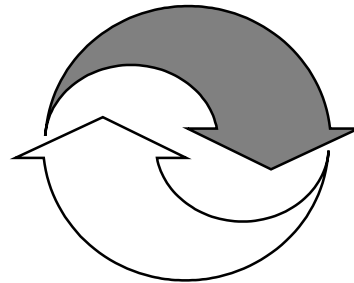
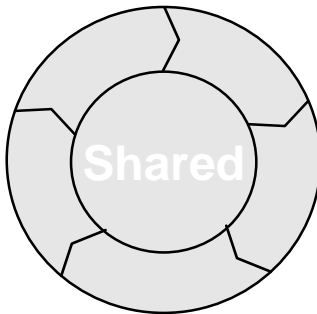
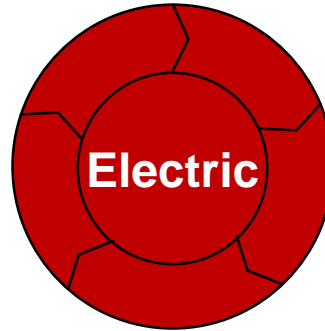
Source: United Nations (2015). World Population Prospects: The 2015

- Population is poised to become one of the most significant social transformations of the twenty-first century, with implications for nearly all sectors of society

Future of Automotive Industry

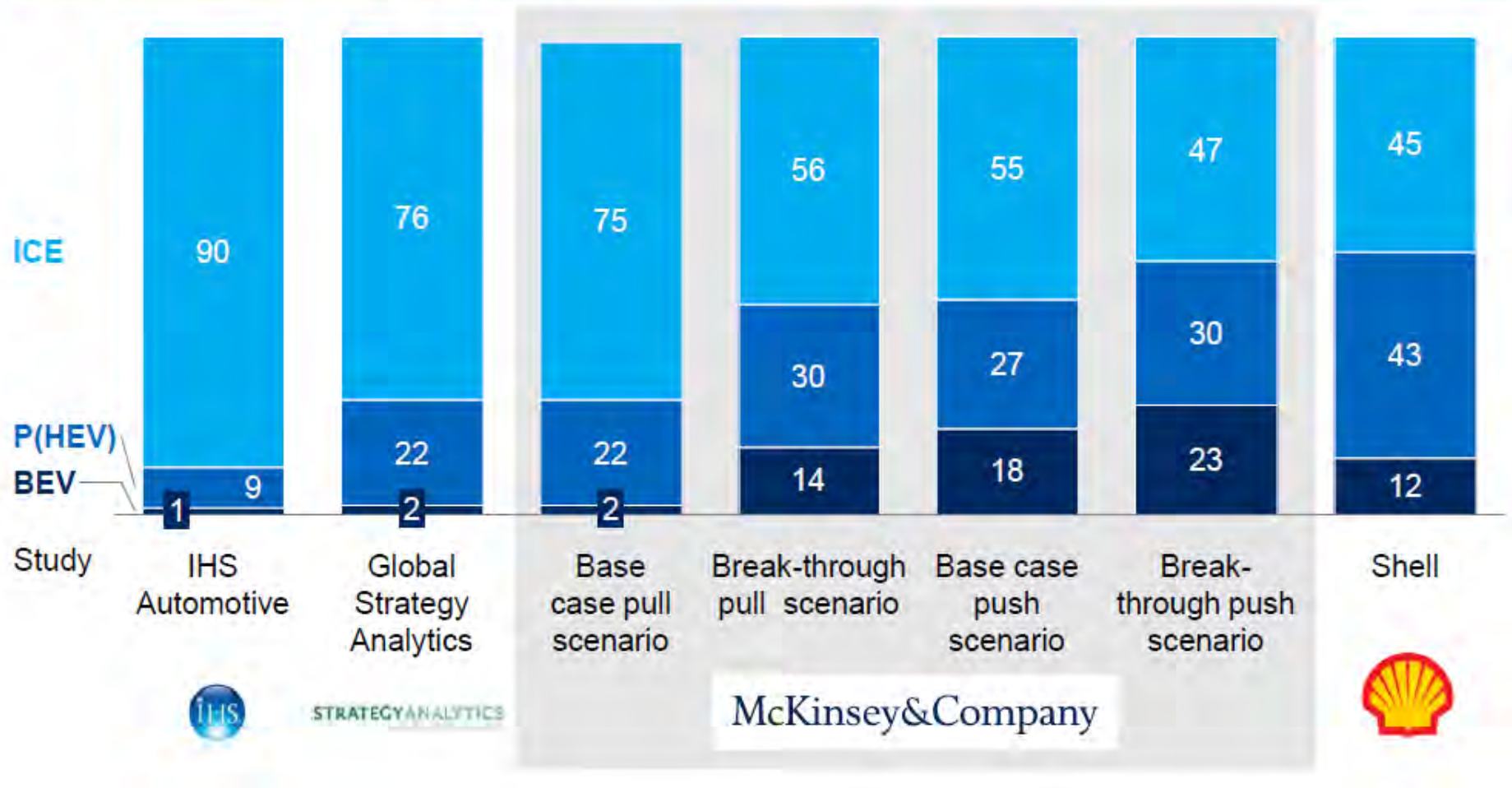


Electric



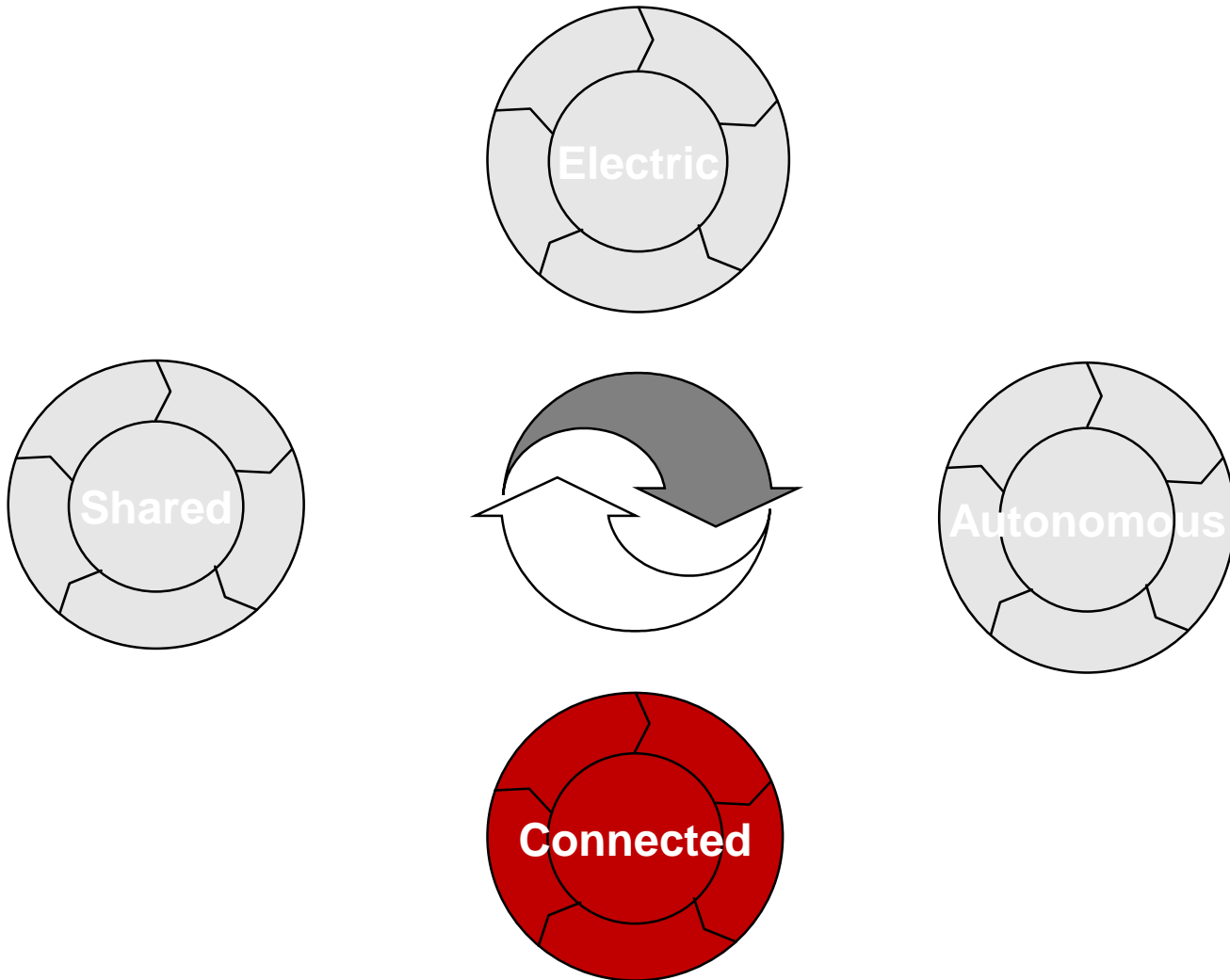
Market

Share of new car sales, 2030, Percent

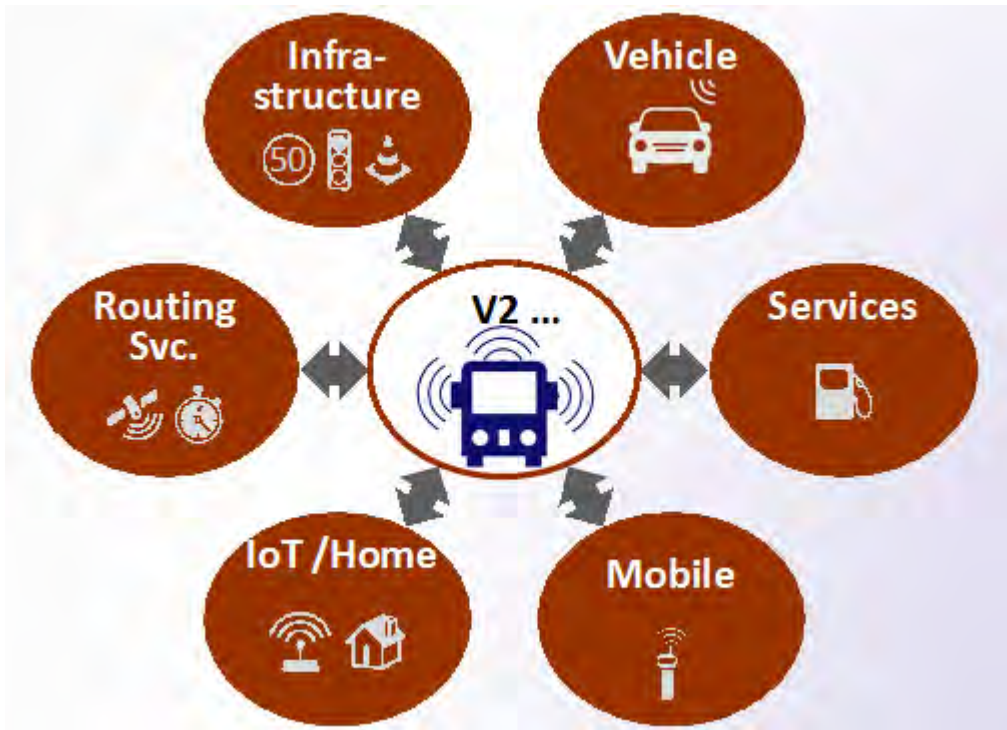


Source: McKinsey&Company Analysis

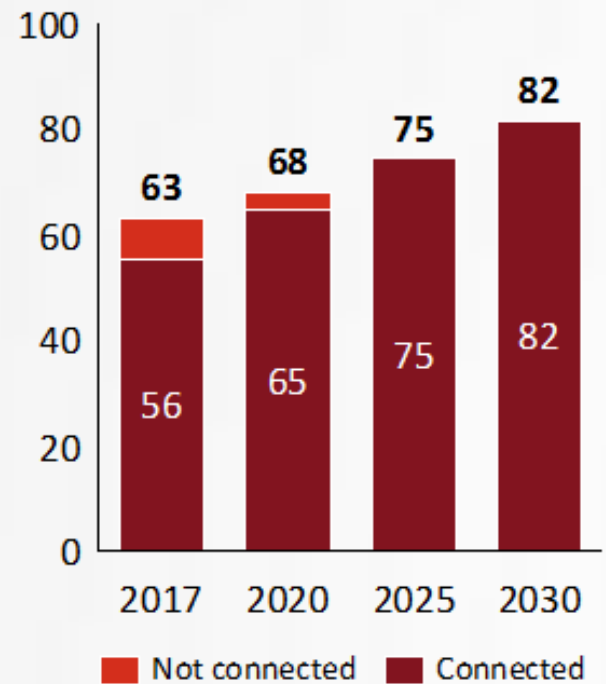
Connected



Connected

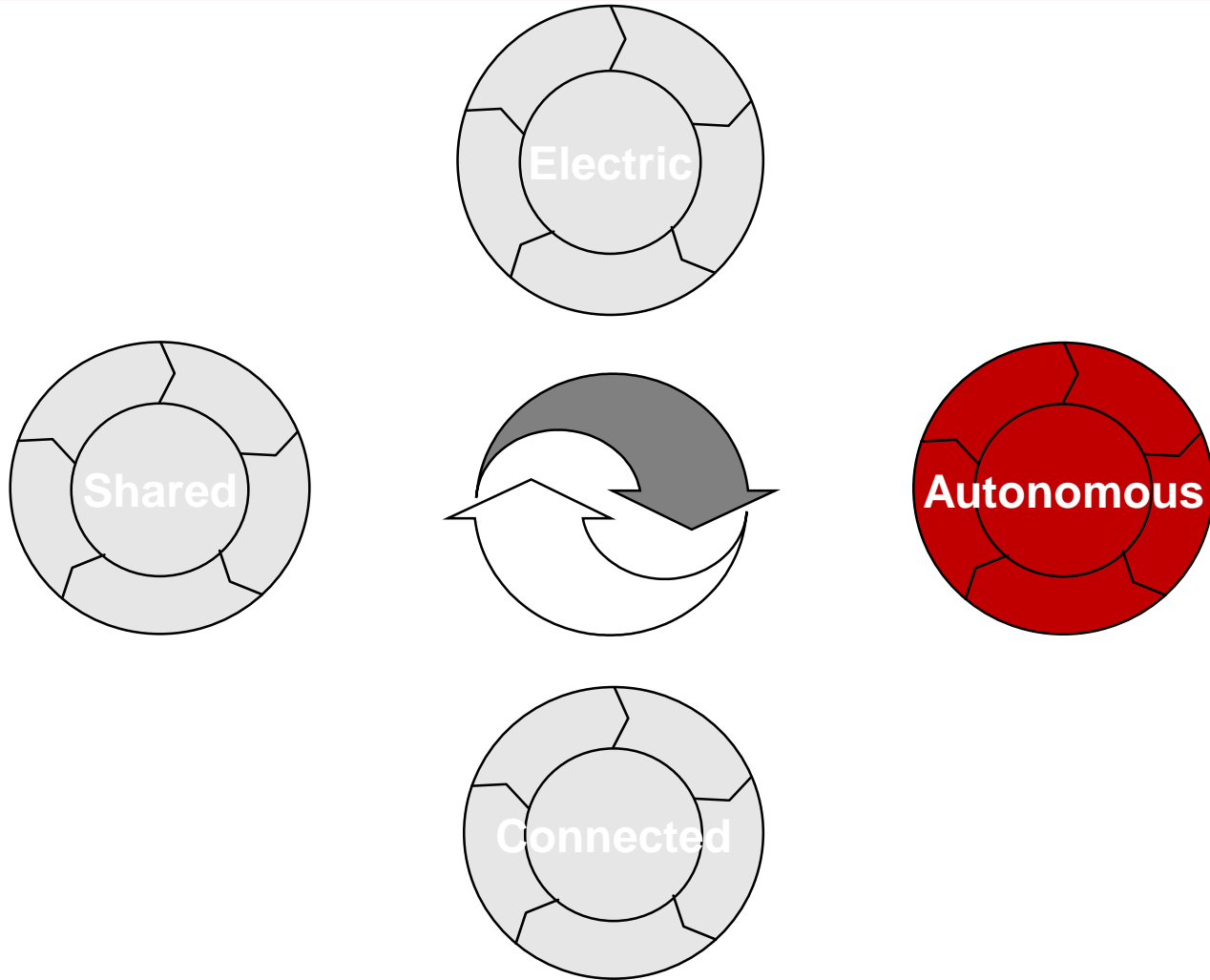


New car sales:
Connected (US, EU, China),
in millions

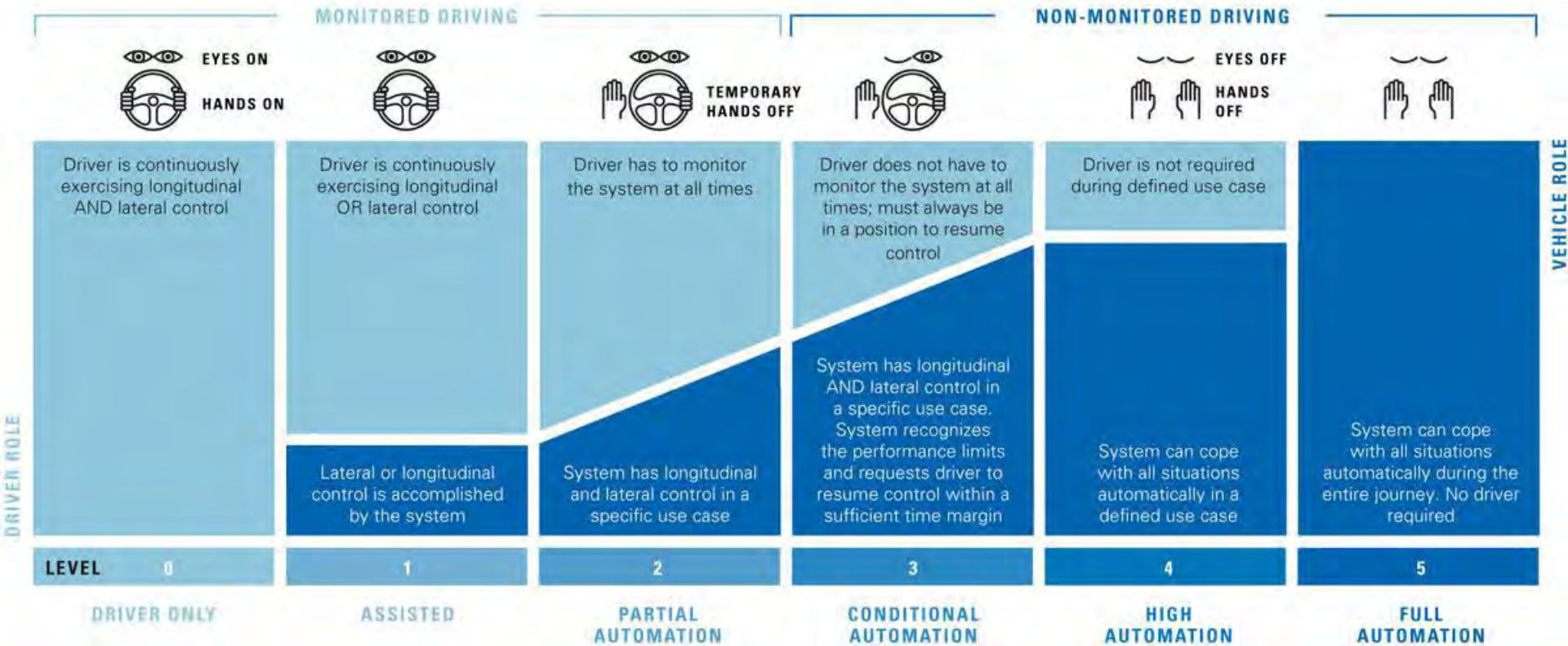


Source: Autofacts, PwC/ Strategy Analysis

Autonomous












Definiton of Autonomy



Source: U.S. Department of Energy

Launch Status of AV's

OEM	Launch Date		
	Level 3	Level 4	Level 5
TESLA 	2017	2020	2020
DAIMLER 	2018	2020	2020s
GM 	2018&2019	2019	2019
TOYOTA 	2017	2020	Post 2025
VW 	2018	2021	Post 2025
BMW 	2021	2021	Post 2020
PSA 	2020	2021	ND
HONDA 	2020	2025	ND
HYUNDAI-KIA	2018	2021	ND
FORD 	ND	2021	ND

Legend

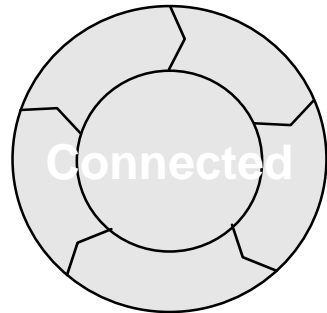
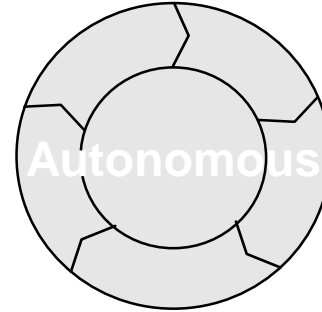
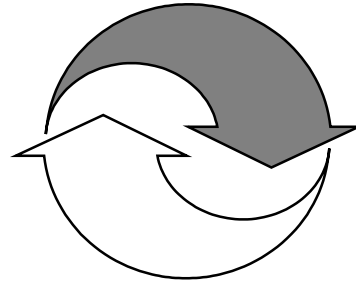
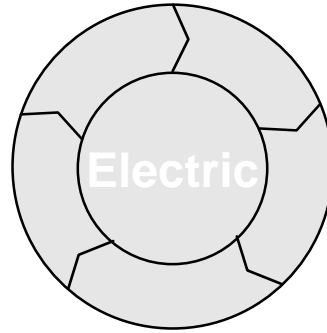
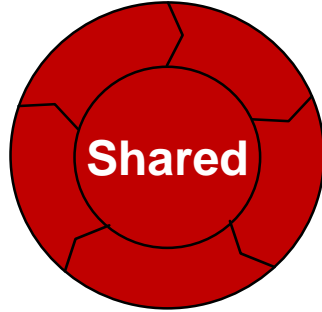
EARLY

AVERAGE

LATE

Source: Bloomberg Intelligence

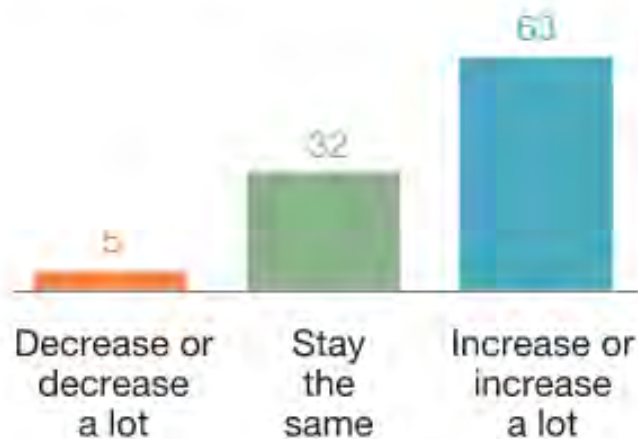
Shared



Shared

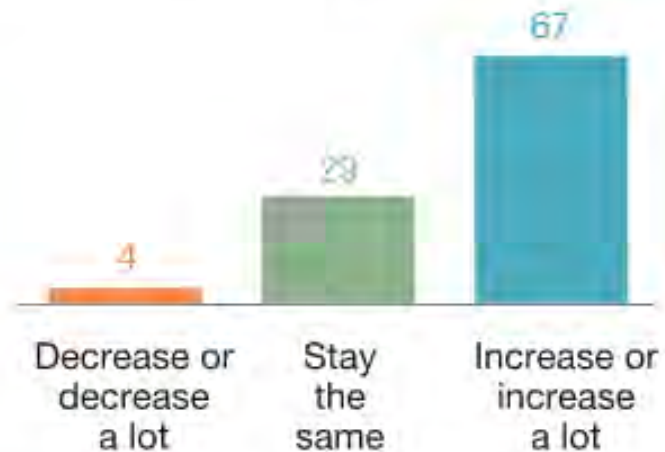
Using ride-hailing services, % of respondents

*If you use ride-hailing services,
how will your usage evolve in
the next 2 years?*



Using car-sharing services, % of respondents

*If you use car-sharing
services, how will your usage
evolve in the next 2 years?*



Source: McKinsey&Company

Share-economy in Turkey

Minibus Concept: Indispensable complement to modern urban transit



Istanbul Public Transportation

Transportation Mode	# of Line	# of Vehicle	# of Passenger per day (mio)	Percentage in motor vehicle transportation
Bus	763	5800	2.6	16
Minibus	461	7032	1.7	11

Source: Istanbul Annual Transportation Report 2016

get FIT *in* CITY



Jest Electric

jestelectric

BMW i.



Max. Power
125 kW



Range
210 (km) NEDC



Battery
360V - 88 kWh



Charger

AC Type 2 - 74 kWh - 8h

Combo 2 - 50kWh - 1.2h



jestelectric

Jest Electric



**High
Maneuverability**



**Superior Driving
Compartment**

Jest Electric



Panoramic view



**Original low floor with
wheelchair accessibility**



Thank you!

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