

UPGRADE your Business



Technology, Experience, Design,
Quality, Innovation.

BRAND

The Turkish automotive manufacturer Karsan, since its establishment in 1966, has been producing commercial vehicles to the world's leading brands and its own brands through its flexible production plants located in Bursa. Since 2009, Karsan provides both domestic and international marketing, sales and after-sales services through its widespread network via its marketing company; Karsan Pazarlama. In line with its **“Limitless Transportation Solutions”** vision, Karsan offers turnkey solutions; including design, engineering and manufacturing in the automotive industry.



PRODUCT RANGE

Karsan, the leader of contract-based production model in the Turkish automotive industry, operates in the light and heavy commercial vehicles group of the automotive sector. Its product range consists of Karsan minibus and midibus family (preferred in mass and service transport), Hyundai light trucks and BredaMenarinibus buses. During its 48 years of experience, Karsan produced more than 113,000 buses, from 6 meters to 18 meters mainly for the Turkish market. From R&D and production, to marketing, sales and after sales, Karsan has competence to manage whole of its automotive value chain.

FACTORIES

Today, Karsan has 928 employees and 260 R&D personnel at its sister company Hexagon Studio. Between 1997 - 2013, Karsan produced total of 140.000 units of Peugeot Partner and Citroen Berlingo minivan and between 2008 - 2013 Karsan produced 5.000 units of Renault Trucks branded heavy duty trucks in its Hasanağa factory under contracts. Karsan has two plants and both are located in Bursa area. The Hasanağa plant, which currently has a manufacturing capacity of 70.000 vehicles with in two shifts, 95.000 in three shifts and the capacity can be exceeded up to 100.000 with additional investments. The Hasanağa plant, designed to manufacture all types of vehicles ranging from automobiles to trucks, from minivans to buses and occupies a total area of 200.000 square meters. Karsan's OSB plant has a total area of 30.000 square meters and a manufacturing capacity of 10.000 tractor cabs per year.

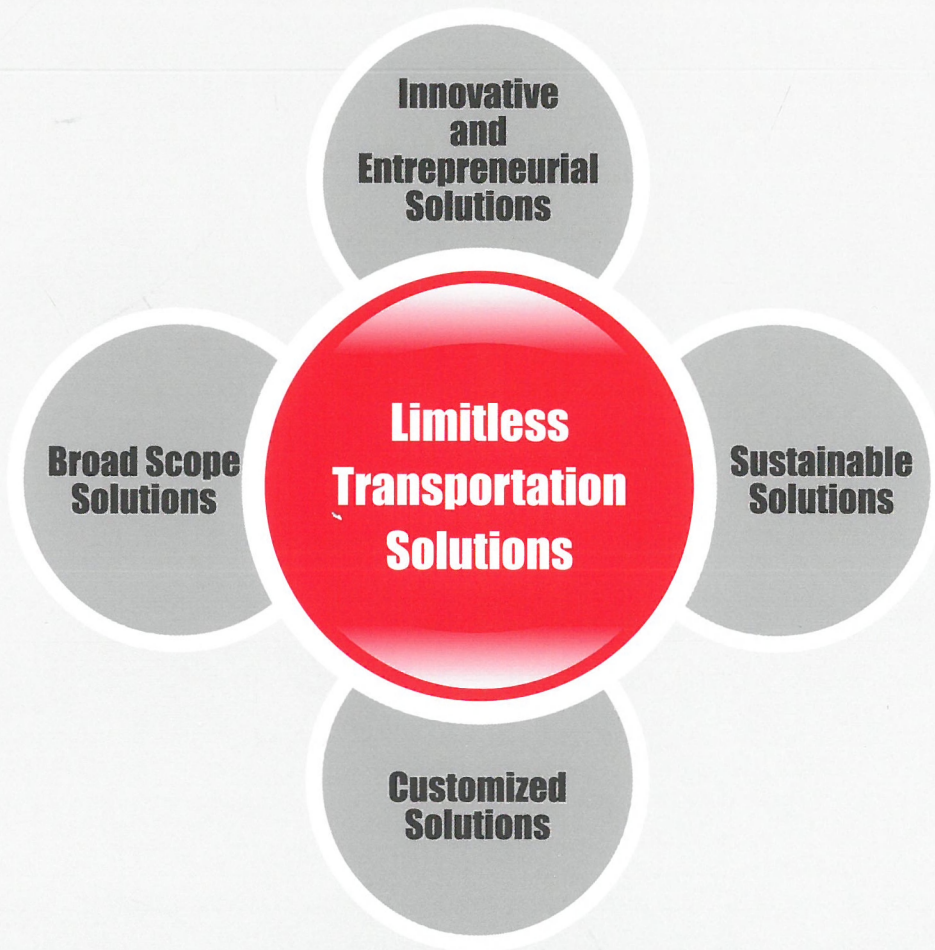





CURRENT PRODUCTS

Currently, Karsan is engaged in manufacturing of Hyundai HD 35/75, BredaMenarinibus (under licence) and Karsan JEST (under its own brand). Karsan also provides marketing, sales and after-sales services for Karsan branded mini buses, Hyundai HD Series trucks and BredaMenarinibus buses. In addition to vehicle manufacturing, Karsan provides industrial services in its plant located in Bursa Organized Industrial Zone. Karsan JEST, which serves in the public transportation industry as the first vehicle of the Karsan branded new product family has been the most efficient member of the public transportation systems in a short while in addition to being a solution partner for variable requirements of the cities due to its modern structure and environment friendly characteristic. Karsan ATAK and Karsan STAR of which delivery to the customers began in the second half of the year 2014 are also expected to give a new impulse to the public transportation systems as new members of the family.

VISION

In line with its vision set as “Limitless Transportation Solutions” Karsan aims to offer modern and contemporary product and service solutions for mass transportation. With its extensive product portfolio ranging from 5m to 18m vehicles, experience in the sector and high-quality production skills endorsed by the world giants, as well as its quality labor force and independent organization skills, Karsan has introduced it self as Turkey’s only independent multi-branded vehicle manufacturer for more than a decade. Karsan aims to cover the commercial vehicle segment from LCV to HCV with multibrands as contractor, licensee and licensor. In order to enlarge the product portfolio, Karsan not only develops its own brand but also proactively proposes new derivatives for its contractors and licensors’ products. Within the scope of its Vision, Karsan is in the course of transforming from a “production company” to an “OEM” (Original Equipment Manufacturing) to focus its activities on developing “innovative products and services” in all segments of public transportation. Accordingly, Karsan is managing the whole automotive value chain through three different but strategically partnered companies.



Product Development	Production	Service Development/ Commercial Activities
		

AGREEMENTS & PROJECTS

Karsan signed three important agreements in line with its vision in the years 2012-2013. One of the contracts was signed with İETT (Istanbul Electricity, Tramway and Tunnel General Management) for 540 units of buses (240 units of 12m CNG & 300 units of 18m Diesel) on August 2012. According to the contract, Karsan agreed to provide full service for the vehicles at three different garages of İETT including; repair and maintenance, (internal and external) cleaning, gas filling and maneuvering for the five-year period. With this agreement Karsan established the second biggest CNG Filling Station of Europe and started operating it. The other important agreement was signed with Hyundai Motor Company (HMC), under which Karsan is obliged to produce and supply the new light commercial vehicle series being developed by the HMC. Production is projected to start at the end of 2014. Lastly, 40 natural gas articulated buses of 18-meter were produced based on the agreement concluded by and between Konya Metropolitan Municipality in 2013 and put into service of Konya residents, the natural gas filling facility has been established by Karsan and its operation has been undertaken by the same company.



CONCEPT V1

Karsan strongly believes that Turkey needs to have its local automotive brand and thus developed “Concept V1” model to be manufactured under its own brand. The Concept V1 platform, initially developed in response to New York’s Taxi of Tomorrow tender, is attempting to satisfy a global social demand. After being hailed as New Yorkers’ favorite “Taxi of Tomorrow” at its launch, Concept V1 is now promoted as a highly accessible vehicle designed to facilitate and enhance transportation for society’s mobility impaired members. Similarly, Concept V1’s passenger vehicle model is offered as a unique choice for families who care for members with reduced mobility problems, who, nevertheless, wish to be able to use their cars with all family members, just like everyone else. Both models have accessible vehicle platform in all variants, factory-built accessibility features, contemporary designs and are suitable for alternative powertrain options (gasoline, diesel, EV, CNG).



HISTORY

1966

Founded by
269 investors.



1979

Majority stakes
acquired by
Koç Holding.

1981

The manufacturing and
sale of Peugeot
J9 minibuses started
under Peugeot licence.



1997

Turkey's first locally
made minivan the
Peugeot Partner
production started.



Majority stakes
acquired by
Kıraça Holding.



Karsan became
Turkey's leader in
light commercial
vehicle export.

1999

Akçalar Plant was
established.



2006

Karsan acquired the brand and licence rights of J Series



J9 Premier

2007

Hyundai Truck light truck manufacturing started.



Signed a strategic partnership agreement with HMC.



2008

100.000th J9 was manufactured.



Renault Trucks Long-Distance Premium manufacturing started.



Citroen Berlingo manufacturing started.



2009

Karsan Pazarlama started operating. Hyundai Trucks started under Karsan Pazarlama.



Renault Trucks Premium Lander and Kerax launched.



New Vision was set as "Limitless Transportation Solutions".

2010

Karsan and Hexagon Studio designed Concept V1 taxi model was selected as one of the three finalists of New York City Taxi of Tomorrow Tender.



Hyundai Truck new HD Series production started



10-year manufacturing agreement was signed with Italian BredaMenarinibus.



100.000th Peugeot Partner was manufactured.



The New J10 Series launched.



2011

Karsan delivered 75 units of buses to Italy.



2012

A contract was signed with İETT for 450 units of BredaMenarinibus buses (later total number increased to 540 units).



Concept V1 was the first Turkish vehicle exhibited in Geneva Motor Show.



Karsan signed production & supply agreement with HMC (Semi-Bonnet Project).



2013

Karsan's new product family's first member "JEST" was launched.



300 18 m diesel, 240 12 m CNG buses have been delivered to İETT.



Karsan delivered 15 units of 18m CNG buses to Italy.



40 pieces of 18m CNG bus agreement signed with Konya Metropolitan Municipality.



2014

40 18m CNG bus agreements have been signed with Konya Metropolitan Municipality.



"ATAK" and "STAR" were added to the new product family of Karsan.



Karsan Marketing become Turkey distributor of Hyundai new light commercial vehicle serie.



BUSINESS ACTIVITIES

Turkish automotive industry strong player Karsan's business model is comprised of four core activity areas.

- **“Contract Manufacturing”** covers vehicle manufacturing and engineering support for strong global automotive brands.
- **“Strategic Partnership”** covers manufacturing, engineering support, sales and after-sales services to brands that aim to enhance their activities in the region.
- **“OEM”** covers developing and manufacturing Karsan branded vehicles to be sold in domestic and export markets.
- **“Integrated Services”** covers miscellaneous services rendered to local and foreign manufacturers through Karsan's former manufacturing plant.

