

Turkish vehicle maker Karsan has manufactured a new minibüs called "jest" with an eye to launching exports to Europe. Karsan, which has been manufacturing commercial vehicles for big brands like Renault , Peugeot , Citroen and Hyundai for many years, is now looking at the European market with its exclusive jest, which was produced with an investment of 50 million euros.

The company has been in competition with minibuses such as the J9 and the J10 , which was renewed in 2010 , for 29 years. It now aims to sell 2,500 new jest models in both the midibüs and minibüs versions. They aimed to complete the deal in Europe by 2015 Karsan CEO Murat Selek said The company will also open Italy-Based sale-marketing Office, he said. "we anticipate a fast increase in minibüs sales in Europe." Karsan Marketing General Manager Vançın Kitapçı said the jest had drawn demands from potential customers because it was designed to carry only people, in contrast to alternatives, which were usually transformed from freightage vehicles.

Wi-Fi

Minibuses

Kitapçı said they would start selling jest to dealers at a price of between 95,000 Turkish liras and 105,000 liras next week

Kitapçı also said they had reached an agreement with Vodafone to provide Wireless Internet on the minibuses. The mobile Internet will offered to passngers free of charge, while Karsan will pay the free withour passing on the cost to minibüs users, he said.