

May 8th 2013**PRESS RELEASE****A "GESTURE/JEST" FROM KARSAN
FOR URBAN TRANSFORMATION IN THE
FIELD OF TRANSPORTATION****Having chosen the mission of providing unlimited solutions to the mass transportation industry, Karsan has introduced its new product "JEST" (Gesture).**

Aiming to offer products and services that meet the demands in keeping up with the changes in the cities and mass transportation systems, Karsan introduced JEST, which is the smallest member of its brand new product family to be offered to the market under Karsan brand. Aiming to provide everyone with social freedom and accessibility on equal terms with the products it develops, Karsan maintains its dedication to excellence in the minibuss industry, which is an indispensable part of mass transportation systems, with its new product JEST. With a view to add value to the cities undergoing transformation with its products making use of the modern and contemporary approaches to mass transportation systems, Karsan held the press meeting where JEST was introduced on Wednesday, May 8th in Bursa Akçalar plant, which was also participated by Karsan CEO Murat Selek and Karsan Pazarlama General Manager Vançın Kitapçı.

Speaking at the meeting, Karsan CEO Murat Selek said; "The mass transportation requirements of the cities undergoing urban transformation are also evolving. Aware of this transformation, Karsan wishes to offer modern and contemporary product and service solutions for mass transportation. With our extensive product portfolio from 5m to 18m vehicles, experience in the sector and high-quality production skills endorsed by the world giants, as well as our labor force and independent organization, we have the competence required and are already ready to assume this role. Carrying out its manufacturing operations under six different brands with its experience in the automotive industry of more than 47 years and its 100% independent shareholding structure, Karsan is ready to be the solution partner for the transformation awaiting the cities".

Highlighting that the mobility requirement increased in today's society with the growing population and urbanization rates, Karsan Pazarlama General Manager Vançın Kitapçı noted that our cities are keeping pace with the changing world through Urban Transformation projects. Kitapçı continued his remarks as follows: "Our cities are being renovated through Urban Transformation projects, and modern and contemporary living areas are being

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designed for people. Particular attention is paid to maintain the historical nature and values of our cities during this transformation process. Mass transportation, which is one of the most important aspects of Urban Transformation, is also being renewed and modernized in order to keep up with the changes in the cities. Aware of the transformation process going on, we have adopted the "Urban Transformation in Transportation" approach for our new product family which is still in the design process under Karsan brand. The contract we have signed with İETT (Istanbul Electricity, Tramway and Tunnel General Management) last year in line with our "Limitless Transportation Solutions" vision was a significant milestone. Within the framework of the signed contract, we have put 240 12m CNG buses into service for the people of Istanbul, and we have started the delivery of the remaining 250 18m buses. Today, we are proud and happy to introduce JEST, the first member of our brand new product family which will serve in the field of mass transportation. Being an up-to-date and environment-friendly vehicle which suits the city's constantly changing landscape, JEST will soon become an effective part of the transportation system". Kitapçı added that JEST, which offers accessible transportation solutions, will prove itself in the city's mass transportation system thanks to its design and hardware advantages.

There will be no limits with JEST

Being one of the most deep-rooted organizations of the Turkish automotive industry with its experience of more than 47 years in manufacturing, Karsan has already proven its difference with the innovations it has brought into the industry. Aiming to provide the disabled and the elderly with easy access to social life with the vehicles it manufactures and designs, Karsan again eliminates all obstacles thanks to the low floors and the mobile ramps of its vehicles.

JEST will perfectly suit the City

Designed by Hexagon Studio, which is a sister company of Karsan, with the aim of meeting the requirements of big cities' residents, JEST offers advantages with its new technology engine with low fuel consumption and maintenance costs, while providing the drivers who spend much of their day sitting in traffic with comfort. Consumers feel its difference at first sight thanks to its modern and useful body design. JEST eliminates all obstacles with its low floor and mobility ramp designed for the elderly and disabled passengers while making a nice "gesture" for a lifetime. It's air conditioning system makes trips more pleasant and there are no limits in communication thanks to its optional Wi-Fi connectivity. JEST is perfectly suited to the evolving cities' landscapes and adds value to roads with its beautiful exterior design and environment-friendly features.

**Karsan in Brief**

Established in 1966, Karsan Otomotiv Sanayii ve Ticaret A.Ş. was a part of the Koç Group of Companies over the period 1979-1998. When in 1998, İnan Kır a  acquired the majority shareholding; the company became part of Kır a  Holding. Karsan started producing commercial vehicles in 1981, working with 100% local capital. Manufacturing Renault Trucks Premium and Lander models, the Peugeot Partner, Citro en Berlingo, the Karsan J Series, the Hyundai Truck HD Series and BredaMenarinibus brand bus models, as of 2002, Karsan became the only company in the Turkish automotive industry to adopt a multi-brand production approach in a single factory. Additionally, since 2009, the domestic and international marketing, sales and after-sales processes of the Karsan J Series, Hyundai Truck HD Series and BredaMenarinibus buses are being handled by the Karsan Pazarlama Company. Today, Karsan works with 1121 employees, 48 of whom are in Karsan Pazarlama (941 blue collar, 180 white collar). According to the Istanbul Chamber of Industry (ISO) survey of 2011, Karsan jumped 18 rungs over the previous year to 91st place in the rankings of "Turkey's 500 Biggest Industrial Enterprises." Its shares are publicly traded on the Istanbul Stock Exchange (ISE), and the Company's share in actual trade circulation, as registered in the Central Registry Agency (CRA) is 32.56%.

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