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PRESS RELEASE

**KARSAN'S "ATAK" AND "STAR" MODELS
WILL NOW BE ON THE ROADS**

Karsan brand small buses, first introduced to Western Europe at Busworld Kortrijk, have now been presented to Turkish visitors at Busworld Turkey under their new trade names.

The newest members of the Karsan brand new generation of public transportation vehicles, identified by their code names "CXL" and "MPXL," made their debut with their trade names at the Busworld Turkey Fair that followed the Comvex Fair. The small buses have been named the **Karsan Atak** and the **Karsan Star** and their delivery to customers is planned to start in mid-2014.

Besides the **Karsan Atak** and the **Karsan Star**, Karsan will also be exhibiting JEST minibuses with their differentiated internal design and their varied choice of seating at the company's 950 square-meter stand in Hall 1 of the CNR Fair Center, as well as the BredaMenarinibus brand 12- and 18-meter buses running on CNG that have been manufactured at Karsan's own factory. The showing will take place for the length of the fair, from April 24 to 27.

Cities that are undergoing urban transformation also have changing public transportation needs. Karsan offers modern, contemporary product and service solutions for public transportation, introducing new vehicles that will be solution partners in catering to the needs of urban transformation. By breathing new life into public transportation, **Karsan Atak** has responded to the public need with the slogan, "The people's wish is a command for Karsan!" **Karsan Star** will be serving the public by providing a means of short-distance intercity transportation and tourism as well as personnel transportation. It is being marketed under the slogan, "The comfort of an airplane on the roads."

Meeting the press at the Karsan stand, Karsan Marketing General Manager Vançın Kitapçı explained that marketing, sales and after-sales service activities for these products would be handled by Karsan Marketing, and remarked that "The cities are being renewed with urban transformation projects that are offering people modern and contemporary living spaces.

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Public transportation is one of the most important elements of urban transformation and this city service is also being renewed and modernized. **Karsan Atak** and **Karsan Star** are products that have been created in response to the Urban Transformation initiative, and they are two new small bus models that Karsan has produced with the latest technologies. We had our first promotional activity in Western Europe in October at the Busworld Kortrijk Fair. Now in Turkey, following the Comvex Fair, for the first time, Busworld Turkey will be giving us the opportunity to exhibit the products manufactured at our own factory. The buses that our customers will be getting acquainted with in the middle of the year were designed with profiled chassis. We saw the interest of the city population in public transportation and we designed the Karsan Atak to meet this need. Atak provides access to the disabled while also offering passenger and driver comfort at contemporary norms; the comfort, equipment and features of the 12-meter buses are now available in more economical 8-meter versions. There is no other vehicle of this size that carries these features. We produced Karsan Star to meet the expectations of high comfort in intercity service, tourism and short-distance transportation.

Karsan Atak

The 8-meter small bus that will be offered for sale under the name **Atak** features a low floor that makes getting on and off the bus much easier, as well as an electronically controlled air suspension system (ECAS) for suspension functionality. Making life easier for wheel-chair passengers with a folding ramp, **Karsan Atak** has a panoramic view with wide and spacious window panes and also provides different seating arrangements and a passenger capacity of 60, thanks to its roomy interior. Offering the driver a choice of a gearshift robot in addition to manual control, **Atak** provides excellent fuel economy in line with Euro V-EEV emission norms. In addition to the features mentioned above, **Atak's** low maneuvering capabilities is ideal for city vehicles, and its insulated driver's booth as well as its independent front suspension feature allows for comfortable and safe travel while its rear engine ensures ease of maintenance. The Euro VI Diesel version of **Atak** is planned to be on the market in the middle of 2014.

Karsan Star

Star is Karsan's small bus concept for short-distance intercity transportation and tourism/personnel service.

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The vehicle is 8 meters long and has a capacity to hold 31 passengers; it is a leader in terms of baggage capacity, with a baggage allowance volume of 4.25 m3. The **Star's** rear engine prevents vibration, ensuring a quiet ride and additionally offers roomy knee space, independent suspension at the front, a seating system on rails that provides different seating arrangements, and a wide choice of equipment choices that give land travel the comforts of an airplane. The Star delights its users thanks to its low operating costs, and stands as a leader in its segment.

Internet-connected Pleasant Riding for the Disabled with "JEST"

JEST was first introduced to the market in May 2013, and with its modern and practical body structure, low floor and ramp, this small bus removes barriers for the disabled, also offering the advantages of low fuel and maintenance costs and an engine that boasts of the latest technology. JEST has attracted great interest in its segment and as of 2014, will be placed on the market with a richer range of features. The vehicle carries many new features, including an ESP safety kit, aluminum alloy wheels, a remote control central lock system and Galaxy-type dark colored windows. Air-conditioning and a Wi-Fi hook-up option makes riding in JEST a comfortable and entertaining experience. With the choice of different seating arrangements, JEST focuses on comfort, and together with its design and environment-friendly features, the vehicle is well adapted to the changing urban fabric. Ever since its first day on the market, approximately 700 Karsan JESTs have been sold, making the vehicle currently the leading player in the intra-city short-distance public transportation vehicle segment.

Two versions of Karsan-produced BredaMenarinibuses at the Fair

These 12-meter Italian brand BredaMenarinibus vehicles, running on CNG and equipped with 18-meter folding bellows, are produced by Karsan at its Bursa factory. The buses are also characterized by their disabled-friendly low-floor accessibility. Both buses have the broadest internal corridors in their class. Karsan has produced a total of 580 buses for the İETT (Istanbul Electric Tramway and Tunnel General Directorate) and the Bursa Metropolitan Municipality, and ninety 8-, 12- and 18-meter buses running on diesel and CNG for different municipal regions in Italy.

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**Karsan in Brief**

Established in 1966, Karsan Otomotiv Sanayii ve Ticaret A.Ş. operated under the umbrella of the Koç Group of Companies over the period 1979-1998, and in 1998, the company was incorporated into Kıracağı Holding when İnan Kıracağı acquired its majority shares. Since 1981, the company has operated as a commercial vehicle producer based on 100% locally-based equity. In line with the vision of "Unlimited Transportation Solutions" that it embraced as of 2009, Karsan's goals have been to develop and produce a wide range of products, from passenger cars to buses, from minivans to heavy trucks. Today, the company produces Hyundai Truck HD75/35 lightweight trucks, BredaMenarinibus brand buses and its own brand JEST at its modern and versatile facilities in Bursa. In the middle of the year, Karsan aims to bring out the new members of the product family affiliated with JEST, the small buses "Atak" and "Star." The marketing, sales and after-sales services related to these products will be handled through Karsan Marketing. With about 1000 employees, Karsan ranked 151st among "Turkey's Largest 500 Industrial Enterprises" in the 2012 survey of the Istanbul Chamber of Industry (ISO). Karsan's shares are publicly traded on the Istanbul Stock Exchange and as of April 2014, its actual share of stocks in circulation according to the records of the Central Registry Agency (MKK) has been 34.23%.

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