



PRESS RELEASE

TURKISH AUTO MANUFACTURER KARSAN PREMIERS AT THE 82ND INTERNATIONAL MOTOR SHOW IN GENEVA WITH ITS CONCEPT V1

(6-18 MARCH / Hall 2 Stand 2050)

Press Conference – 6 March at 2.30 pm

The V1 platform, initially developed in response to New York’s Taxi of Tomorrow tender, is also 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.

Today, the majority of our societies are urban, partly due to the dense social and economic interaction engendered by the modern world. Yet, these same urban environments have become a hindrance for social connections, one of the root causes of their formation. The inevitable urbanization trends resulting from increasingly densely-populated cities led to various social barriers, which in turn triggered complementary ways of communication. For those of us experiencing problems and discomfort in our efforts to connect and mix into the urban environment so as to benefit from the intellectual and physical opportunities offered by the surrounding urban area, the internet came to the rescue. As a result, people, such as the elderly, obese disabled or others with various mobility impairments, have become increasingly homebound and alienated from the external environment.

CONCEPT V1 aims to eliminate the difficulty of traveling in a private car as being a reason for becoming homebound for all the elderly, the wheelchair dependant, the overweight, the pregnant, families with many children, people with large luggage loads or recreational equipment: anyone not suitable for a conventional vehicle, in fact.

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The Turkish automotive manufacturer Karsan, one of the three finalist of the NYC Taxi of Tomorrow tender, with the only platform specifically designed as a wheelchair accessible vehicle, premiers with this design, CONCEPT V1, both in its original taxi form as well as a private passenger vehicle version at the 82nd International Motorshow in Geneva, Hall 2, between 6th – 18th March. Karsan, which initially designed its taxi for the NYC ToT tender, has since developed this platform as a vehicle for everyone. CONCEPT V1 was designed for the convenient use of all taxi commuters, operators and drivers, including people with reduced mobility, especially ones who travel in wheelchairs, the elderly, those with strollers and prams and passengers carrying lots or cumbersome packages.

This platform was therefore expanded to meet the demands of the easily accessible vehicle market.

In line with its vision to provide solutions for tomorrow's urban transportation requirements, Karsan focused on today's aging world population and elderly citizens' transportation needs. As societies flourish and develop, providing equal opportunity for the disabled evolves into a global concern. Modern cities need vehicles which can comfortably carry more passengers for the same exterior size. Taxi drivers are in their cabs for many hours at a time. It almost becomes a living space for them, so their safety, comfort and ergonomic issues are of the outmost importance. Passengers need seamless in-and-out access; they wish to be able to perform various tasks while being transported in a taxi, preferably in a comfortable, safe and clean commuting environment. Taxi business owners seek to reduce total cost of ownership. The large spacious interior provides ample room for luggage, strollers, bicycles, etc in the passenger compartment while the driver enjoys the freedom of an almost dedicated operating environment.

Karsan's CONCEPT V1, developed as a taxi for all, aims to fulfill all these needs providing an outstanding travel experience for driver and passengers alike.

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. CONCEPT V1, in line with its design specifications, provides easy boarding for wheelchair passengers with a full low floor structure, wide-angle doors and a dual-sided, automated ramp that provides direct access into the passenger area from the curb on either side. CONCEPT V1's iconic panoramic glass roof allows passengers to remain in contact with their environment, providing them with the opportunity to enjoy the surrounding cityscapes. If passengers wish to be shielded from the environment this is easily done thanks to automatic curtains.



Despite its high accessibility and large interior space the vehicle achieves a reduced carbon footprint thanks to the state-of-the-art powertrain technologies with the option of running on alternative fuels such as electricity or CNG. It also provides optimum fuel consumption and minimal repair costs as it is specifically adapted to taxi usage.

CONCEPT V1 is currently under development for an eventual SOP to be launched early in 2014.

Karsan in Brief

Karsan Otomotiv Sanayii ve Ticaret A.Ş. was founded in 1966, operated under the umbrella of Koç Group between 1979 and 1998 when it was incorporated in Kiraça Holding, which bought a majority share holding. The company has been manufacturing commercial vehicles with 100% domestic capital since 1981. Making Premium and Lander models of Renault Trucks, Peugeot Partner, Citroën Berlingo, Karsan J Series, Hyundai Truck HD Series, and BredaMenarinibus buses, Karsan is the only company in the Turkish automotive industry that has adopted the approach of manufacturing multiple brands in a single factory since 2002. Karsan has also been looking after the international and domestic marketing, sales and after-sales operations of Karsan J Series, Hyundai Truck HD Series and BredaMenarinibus buses under Karsan Pazarlama since 2009. According to a study carried out in 2010 by the Istanbul Chamber of Industry (ISO), Karsan, which currently employs 996 people, ranks 109th among "Turkey's 500 Largest Industrial Organizations", having moved up 53 places in comparison to last year. 26.62% of Karsan's stocks are traded at the Istanbul Stock Exchange (ISE), while Kiraça Group, Diniz Group and İnan Kiraç hold 63.46%, 8.19%, and 1.73% shares respectively.

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