

Karsan Intends to Be the Indispensable Player in the Spanish Market as Well!

Karsan Will Now Manage the Spanish Market Directly!

Karsan Becomes the Star of FIAA in Madrid!

With its vision of being “One Step Ahead in the Future of Mobility,” Karsan plays a pioneering role in the global transformation of public transportation toward electric and autonomous vehicles. At the FIAA International Bus and Coach Fair in Madrid, the capital of Spain, Karsan showcased its latest models and technologies. Demonstrating its expertise in electric, autonomous, and hydrogen technologies, the company exhibited innovative models such as the e-JEST, Autonomous e-ATAK, and e-ATA HYDROGEN. Karsan not only introduced the vehicles of the future but also announced its new organizational structure and strategic goals for the Spanish market. The company is preparing to operate under its own umbrella by acquiring 100% of its Spanish representative, E-buskar. This move reflects Karsan’s commitment to further strengthening its presence in Spain. Karsan aims to build a more robust structure in sales and after-sales services and expand its dealer network through strategic partnerships, positioning itself as one of the key players in Spain’s electric public transportation market. Stating that Spain is a significant market in Karsan's growth strategy, Deniz Çetin, the brand's Deputy General Manager for Commercial Affairs, said, "As Karsan, we continue our efforts in the Spanish market with our new organizational structure, growing stronger. Our goal is not only to establish a presence in this market but also to achieve lasting success. In line with this objective, under the leadership of E-buskar which now fully managed by Karsan, we are focusing on providing the highest standards of service to our customers by enhancing our collaboration with experienced dealers in public transportation sales, after-sales services, spare parts, and used vehicles. Our aim is to replicate our success from markets where we rank among the top three in Europe such as Luxembourg, France, Romania, Italy, Portugal, and Bulgaria and become a leading player in the Spanish market as well."

Playing a pioneering role in transforming public transport worldwide to electric and autonomous vehicles, Karsan maintains the introduction of its new technologies and services to wider audiences by participating in international organizations. In this regard, Karsan, which joined the FIAA International Bus and Coach Fair in Madrid, the capital city of Spain, with comprehensive participation, flexed its muscles by offering three distinct technologies to the attendees through its hydrogen, electric, and autonomous vehicles. Karsan, which showcased its models, the e-JEST, Europe's market leader, the Autonomous e-ATAK, the first and only Level-4 autonomous bus in the world carrying passengers in regular traffic, and the e-ATA HYDROGEN representing the environmentally friendly vision, grabbed attention as the only brand that can offer its electric, hydrogen and autonomous technology mobility solutions under the one roof.

Karsan Strengthens Its Presence in the Spanish Market!

Karsan has taken a significant step toward strengthening its presence in Spain by reaching an agreement to acquire E-buskar in its entirety. This strategic decision to manage its operations in Spain through its own subsidiary once again highlights the importance Karsan places on this market. As part of its new organizational strategy, Karsan plans to manage its operations across the country through regional offices in Madrid, Barcelona, and Malaga, dividing Spain into four key regions: Northern Spain, Andalusia, Catalonia, and the Canary Islands. Discussions are ongoing to achieve the goal of establishing 27 different service points. With this extensive service network, Karsan aims to provide uninterrupted, high-standard services to customers throughout Spain, positioning itself as one of the strongest players in the market.

Customer-Oriented Strategy and Growth Vision

Deniz Çetin, Karsan's Deputy General Manager of Commercial Affairs, emphasized the company's customer-oriented strategy regarding the new organizational process, stating: "At Karsan, we operate with the approach of 'Wherever the customer is, we are there too.' Our extensive service network plan in Spain will allow us to respond to our customers' needs as quickly as possible. Our goal is to become a permanent player in this market."

Karsan, which entered the Spanish market in 2022, continues to grow its presence. The company aims to expand its electric vehicle fleet, which currently operates in 19 cities. By the end of the year, Karsan will deliver its first fleet of 12-meter e-ATA buses to the city of Sabadell. Following this delivery, the total number of electric vehicles in the country will reach 41. Under the management of E-buskar, which now fully owned by Karsan, and with the support of a strategic dealer network, the company aims to reach a

broader customer base.

FIAA Madrid: Technology and Strategic Commitment

Karsan showcased its commitment to the Spanish market and its advanced technology once again with a strong presence at the FIAA fair in Madrid. The company aims for lasting success in Spain by expanding its dealer network and service points. Karsan continues to grow its operations with the approach of “Wherever the customer is, Karsan is there.

Karsan: Always by Its Customers' Side!

Deniz Çetin, Karsan’s Deputy General Manager of Commercial Affairs, shared the company’s goals for the Spanish market, stating, “Our goal is to grow stronger in this market. We are making steady progress toward this goal by expanding our sales and service network.” Highlighting Karsan’s customer-oriented approach, Çetin added, “Being by our customers' side is our top priority. Thanks to our spare parts warehouses in Germany and Italy, we can deliver quickly across Europe. Additionally, with our remote diagnostics and support application, we can respond instantly to issues and resolve them promptly.”

Karsan’s strong commitment to the Spanish market and its sustainable growth strategy stand out as key factors that distinguish the brand in this region. With its investments in technology and focus on customer satisfaction, Karsan aims for lasting success in Spain.

About Karsan:

With 58 years of experience in the Turkish automotive industry, Karsan has been producing in its modern facilities for the world's leading brands, including its own brand, in the commercial vehicle segment since its establishment. Since 1981, Karsan has been producing commercial vehicles at its factory in Hasanağa, Bursa, which is capable of producing ~20,000 vehicles in a single shift. Designed to be flexible enough to produce all types of vehicles from passenger cars to heavy trucks, minivans to buses, the Hasanağa Plant is located 30 km from Bursa city centre, on a total area of 203,000 square metres, 99,000 square metres of which is covered.

Karsan is the only independent multi-brand vehicle manufacturer in the Turkish automotive industry. In line with its vision of being one step ahead in the future of mobility, Karsan aims to take part in all segments of passenger transport by developing new and derivatives of existing products together with its business partners and licensors. Continuing its activities to develop and launch ‘innovative products and services’ from ‘idea to market’ in the public transport sector, Karsan aims to strengthen its Main Manufacturer/OEM business line in particular.

Continuing its activities to develop and launch ‘innovative products and services’ in the public transport sector ‘from idea to market’, Karsan aims to strengthen the Main Manufacturer/OEM business line in particular. Karsan manages the entire automotive value chain, from R&D to production, marketing, sales and after-sales activities. Karsan produces Jest and Atak models under its own brand. Karsan e-JEST in 2018, Karsan e-ATAK in 2019, Autonomous e-ATAK, a world-first Level-4 driverless bus developed in collaboration with local technology company ADASTEC in 2021, 10m, 12m, 18m models of the



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congenital electric e-ATA family in the same year, and e-ATA HYDROGEN models in 2022, Karsan became the first and only company in Europe to offer a fully electric product range from 6 metres to 18 metres. As of 2022, Karsan is also producing Megane Sedan cars for the Renault brand, and at the end of 2023, Karsan became the first European bus manufacturer to enter the Japanese market with its right-hand drive e-JEST model.

Karsan Otomotiv Sanayi ve Ticaret A.Ş.

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