

## **Distributorship Agreement by Karsan in Japan!**

### **e-JEST, Europe's Most Preferred Electric Minibus Is to Race to the Top in Japanese Market Too!**

**Karsan, which has been rapidly progressing to become a global brand with the vision of being "One Step Ahead in the Future of Mobility" rolled up its sleeves to exhibit its success in Japan as well, which it achieved in Europe. Accordingly, Karsan, which has been conducting marketing activities in Japan since October 2022, signed a distributorship agreement with ALTECH Co. Ltd, one of the leading companies of the country. Stating that Karsan has become represented in a wide geographical area from Canada to Japan thanks to this agreement, Karsan CEO Okan Bař said, "We believe that Karsan e-JEST model, which has been the leader of the electric minibus market in Europe for three years, will also achieve a great success in the Japanese market in a short time."**

Karsan, which pioneers the transformation of public transportation in Europe, is accelerating its steps towards becoming a global brand with its models that prioritize high technology. Karsan, which repeats the leadership in the electric minibus and midibus markets in Europe with its e-JEST and e-ATAK models, made an agreement for a distributorship this time to enter the Japanese market following the North America.

#### **The market has doubled in one year!**

In this context, Karsan, which has been carrying out its marketing activities in the Japanese market since October 2022, signed a distributorship agreement with Altech Co. Ltd., one of the largest companies of the country. Following this agreement, Karsan will also accelerate its work on right-hand drive e-JEST. In the market research conducted in Japan, it has been revealed that e-JEST is mostly demanded by the tourism regions and the cities where elderly population lives in, due to its unique compact dimensions and high technology. Stating that work is now underway for the production of right-hand drive e-JEST suitable for the Japanese market, Karsan CEO Okan Bař shared their plan regarding the launch they would like to carry out for this version in Japan at the end of 2023. Okan Bař, who emphasized that Karsan e-JEST is a product that is competitive enough to carry its success in Europe to the Japanese market, said,



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“We believe that Karsan e-JEST model, which has been the leader of the electric minibus market in Europe for three years, will reach a great achievement in the Japanese market as well in a short time. Entering the Japanese market, we are also breaking a new ground in the history of Turkish automotive. Following the North American market we entered through Canada, we are also leaving our foot print in Japan on the other side of the world with the help of Altech company. With this agreement, Karsan will be represented in a wide geographical area from Canada to Japan after Europe. As Karsan, we will take part in these regions with both sales and after-sales services.”

### **Altech Co. conducts its operations in 4 different countries!**

Altech Co., one of the leading companies in Japan Ltd. was founded in 1976. As a listed company on the exchange, which imports and sells industrial machines, it is highly active in the Asian continent. Altech Co. Ltd. has also subsidiaries and operations in China, Vietnam, Thailand and Indonesia as well as Japan.

#### **About Karsan:**

Karsan, leaving 56 years behind in the Turkish automotive industry, has been manufacturing commercial vehicles for the world's leading brands and its own brand at modern facilities since its foundation. Karsan has been producing commercial vehicles since 1981, and its factory in Bursa Hasanağa has the capacity to produce about twenty thousand vehicles per year in a single shift. Hasanağa Factory, designed with the flexibility to produce all types of vehicles from passenger cars to heavy trucks, from minivans to buses, is 30 km away from Bursa city center and is located on an area of 203 thousand square meters total, 99 thousand square meters of which is indoors.

Positioned as the only independent multi-brand vehicle manufacturer in Türkiye for more than 50 years in the automotive industry, Karsan aims to develop derivative versions of the new and existing vehicles in order to extend its presence to all segments of passenger transportation, in accordance with its vision of being one step ahead in the future of mobility. Continuing its efforts to develop "innovative products and services", "from idea to market" in the public transportation segment, Karsan primarily aims to strengthen its Main Manufacturer/OEM business line.

Karsan manages the entire automotive value chain, from R&D to production, from marketing to sales and after-sales activities. Karsan produces JEST and ATAK models under its own brand. In addition, Karsan produces and sales 100% electric buses e-JEST and e-ATAK models within the framework of the cooperation with the global giant BMW. Karsan also produces 10-12-18 meter sized 100% electric eATA buses, and the 12 meter e-ATA Hydrogen. With the technology company ADASTEC, Karsan produces Level 4 driverless bus Autonomous e-ATAK model, which is the first driverless bus carrying passengers across Europe and America. Karsan also manufactures 10-12-18 meter buses for Menarinibus. As of 2022, Karsan has started production of Megane Sedan automobiles for the Renault brand. In addition to vehicle production, Karsan also provides industrial services at its factory located in the Organized Industrial Zone