



## Huge Delivery to Rome from Karsan In Five Months!

### 227 Menarinibus Citymood Buses on Roads of Rome!

**Turkish manufacturer Karsan has delivered 227 Menarinibus Citymood buses, which were manufactured in Karsan's Bursa factory as part of the partnership with the Industria Italiana SpA (IIA). Karsan holds 28.6% of the company's shares. Holding its strong momentum in exports, Karsan delivered 10-meter and 12-meter diesel and CNG buses for public service in Rome in just five months. Karsan CEO Okan Bař stated that including the 227 vehicles delivered to the Municipality of Rome, Karsan received orders for the Menarinibus Citymood worth €90 million in 2019 and that they will manufacture more than 500 units of Menarinibus Citymood by the end of 2019; "Since our collaboration with IIA, our export of Menarinibus Citymood buses will exceed 1.000 units by this year's end. Our vehicles currently in use at the Municipality of Rome operates twenty hours a day, every day of the week with 99% serviceability at full performance without interruption. This shows that we provide a huge added value to the Municipality in terms of profits."**

Karsan offers transportation solutions tailored to the mobility needs of our age in its factory in Turkey and continues its global exports, a huge part of which are shipped to European countries. The company delivered 227 Menarinibus Citymood buses to the Municipality of Rome. The buses are manufactured as part of its partnership with Industria Italiana Autobus SpA (IIA), where Karsan owns 28.6% of the company's shares. Karsan's manufacturing and sales success in global scale has been proven once again with the delivery of 10-meter and 12-meter diesel and CNG Citymood buses in just five months.

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## **Menarinibus Citymood; comfort for passengers and profits for business!**

In Rome, which hosts approximately 7.2 million tourists every year, IIA undertakes all the maintenance, repair and after sale services for the 227 Menarinibus Citymood buses that operates every day of the week as part of the activities of the Municipality of Rome. Menarinibus Citymood resolves public transportation problems with it's 12.1-meter and 10.6-meter versions with respective capacities of 96 and 84 passengers. While Menarinibus Citymood minimizes diesel/gas, maintenance and procurement costs by full capacity utilization; it also offers passengers high quality transportation with features such as practical accessible ramp, wheelchair area, original low floor structure and independent front suspension.

### **Karsan, the Turkish pioneer in automotive!**

With 53 years of experience in the Turkish automotive history, Karsan has been manufacturing its own vehicles as well as parts for the world's prominent brands in the commercial vehicles industry. The company has been engaged in commercial vehicles production since 1981, and its factory in Hasanağa, Bursa has the capacity to manufacture up to 18,200 vehicles a year on a single shift. The Hasanağa factory is a flexible plant which can manufacture many type of vehicles from passenger cars and heavy trucks to minivans and buses. It is located 30 km from the Bursa city center and has been established on a totalarea of 207,000 sqm, 91,000 sqm of which is closed space.

Karsan has been the only independent multi-brand vehicle manufacturer in Turkey for 53 years and the next phase for the company, powered and enabled by its business partners and licensors, is to develop bespoke versions of new and existing vehicles in order to extend its presence to all segments of cargo and passenger transportation. Working to develop innovative products and services "from the idea to the market" in the public transportation segment, Karsan primarily aims to strengthen its Main Manufacturer/OEM business line. Karsan manages its whole automotive value chain from R&D and manufacturing to marketing, sales, and after-sales activities.

Currently the company manufactures the new H350 light commercial vehicles for Hyundai Motor Company (HMC), 10-12-18m buses for Menarinibus and its own Jest, Atak and Star models. They also produce full electric Jest Electric and Atak Electric models in cooperation with the world giant BMW. Besides vehicle manufacturing, Karsan also provides a range of industrial services in its Organized Industrial Zone factory.

