



KARSAN

ONE STEP AHEAD  
IN THE FUTURE OF MOBILITY

## **Karsan e-JEST and e-ATAK Leaders of Europe for Four Consecutive Years!**

## **Karsan at Summit of European Public Transport in 2023 with e-ATAK and e-JEST!**

## **Karsan e-JEST and e-ATAK the Most Preferred Electric Vehicles in Europe for Four Years!**

Karsan, which plays a pioneering role in transforming public transport in the world with the vision of being "One Step Ahead in the Future of Mobility", permanently outperforms its competitors through its innovative products. According to the European Minibus and Bus Market Report published by Wim Chatrou - CME Solutions for 2023, Karsan e-ATAK kept its leading position in the electric midibus market with a share of 24 % in the fourth year, too. Securing a share of 28.5 % in the European electric minibus market, Karsan e-JEST, on the other hand, remained at the top in the fourth year as well. Stating that they, as the pioneering brand of the market, maintained their leading position in Europe during 2023, too, Karsan CEO Okan Bař said, "In an environment where competition is increasing day by day, we have been at the peak of the electric minibus market with e-JEST and the electric midibus segment with e-ATAK for four consecutive years. This is a very significant success.

As the trailblazer in transforming electric and autonomous public transport in Europe, Karsan is making an impression on the continent with its electric vehicles. Offering mobility solutions featuring advanced technology with the vision of being "One Step Ahead in the Future of Mobility", Karsan maintains its pivotal role in revolutionizing Europe's electric public transport with its innovative products. Karsan, which has almost dominated Europe's electric minibus market with its e-JEST model, holds the high ground in the electric midibus market owing to e-ATAK.

### **Karsan the Ace in Electric Minibus and Midibus!**

According to the European Minibus and Bus Market Report shared by Wim Chatrou -

CME Solutions for 2023, Karsan e-ATAK kept its leading position in the electric midibus market with a share of 24 % during 2023 as well, as in the previous three years. According to the European Minibus Market Report published for minibuses between 3.5 and 8 tons, Karsan e-JEST took the market leadership, which it had maintained for the previous three years, to the fourth year as well, with a share of 28 %. **Karsan CEO Okan Bař** interpreted the successful results they have achieved, saying, "As the pioneering brand of the market, we are proud to maintain our leading position in Europe in 2023, too. In an environment where competition is increasing daily, we have been at the peak of the electric minibus market with e-JEST and the electric midibus segment with e-ATAK for four consecutive years. This is a very significant success for Karsan. Stating that they define Karsan e-JEST as the expert of its segment, **Okan Bař said**, "The European market for electric minibuses under 8 tons expanded by 38% in 2023 compared to the previous year. Karsan e-JEST, which we have exported to Europe since 2019, is a model that has proven itself with 388 deliveries by the end of 2023. One of every four electric minibuses sold in Europe bears the e-JEST brand. Our vehicle is the most powerful player in the markets of France, Romania, Portugal, Bulgaria, Spain, and Italy. After conquering Europe, Karsan e-JEST has recently entered North America and Japan. It would also be the star of its class in these markets. Its compact design, high maneuverability, and quiet and environmentally friendly driving make Karsan e-JEST unrivaled. Owing to these features, our vehicle is entirely appropriate for the historical cities of Europe.

### **One of every four electric minibuses sold in Europe bears the e-ATAK brand.**

Emphasizing that one out of every four vehicles sold in the European electric midibus market, too, is e-ATAK, **Okan Bař** continued as follows: "Karsan e-ATAK has pioneered the electric transformation in the 8m segment across Europe. In many European countries, people are safely and environmentally friendly carried with e-ATAK buses. e-ATAK was once again the most preferred electric midibus in Europe last year, with 117 traffic registrations. Karsan e-ATAK model has an autonomous version as well. Autonomous e-ATAK had previously achieved great success, being the first and only autonomous vehicle to pass through a tunnel in Europe. While continuously developing ourselves to break new grounds on one hand, we will also maintain our efforts to keep the rising success rates of our e-ATAK and e-JEST models high above in 2024.



# KARSAN

ONE STEP AHEAD  
IN THE FUTURE OF MOBILITY

## About Karsan:

Karsan, leaving 57 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 56 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 e-ATA 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.

Karsan Otomotiv Sanayi ve Ticaret A.Ş.

Hasanağa Organize Sanayi Bölgesi (HOSAB) Sanayi Caddesi 16225 Nilüfer - Bursa / TURKEY

T. +90 224 484 21 70 (25 line) F. +90 224 484 21 69 [www.karsan.com](http://www.karsan.com)

Trade Register Number: 13366 Central Trade Registry System Number: 0525000190600031

Tax Administration: Ertuğrulgazi Tax Number: 525 000 1906

ELECTRIC  EVOLUTION