

Karsan Makes a Splash at CES 2026 with Its Field-Proven Autonomous Solutions!

Karsan AI was unveiled to the world at CES 2026 in Las Vegas!

Karsan brought the future of smart and autonomous mobility to the stage at CES 2026!

Karsan, the world's technology-focused mobility brand in next-generation public transport, made a splash at CES 2026, one of the technology world's leading trade shows. The brand, which presented its next-generation autonomous models with field-proven experience to participants, introduced its Karsan AI (Autonomous Intelligence) vision to the world. Karsan CEO Okan Bař, who described Karsan AI as Karsan Autonomous Intelligence, said, "Karsan AI is positioned as a mobility intelligence that perceives, makes instant decisions and continuously learns. The future is not only electric, but also intelligent. This approach reveals Karsan's vision of not only producing zero-emission vehicles, but also designing the future of cities with autonomous and intelligent transportation solutions. The secret to Karsan's autonomous success lies in strong partnerships and an end-to-end solution approach. We chose to share our Karsan AI approach and our vision representing the new era of mobility at CES 2026. Here, while explaining our Karsan AI philosophy to people, we wanted to use our space at CES as a showcase to reflect the new era of mobility according to the visitor profile of the CES Fair," he said.

With its vision of being ‘One Step Ahead in the Future of Mobility,’ Karsan, which plays a pioneering role in the transformation of public transport worldwide, continues to keep its finger on the pulse of the industry and consumers by showcasing its new generation products at the world's largest trade fairs and promotional events. In this context, Karsan participated in the Consumer Electronics Show (CES) 2026, one of the world's largest trade fairs in its field, and introduced its Karsan AI (Autonomous Intelligence) vision to the world at the fair, which provides a platform to showcase the latest innovations and trends in the world of technology.

From electric mobility to smart mobility!

Karsan participated in CES 2026, organised annually in January by the Consumer Electronics Association in Las Vegas, Nevada, USA, for the first time. The event, held for the first time in 1967, serves as a strategic platform for Karsan to showcase its autonomous vision, proven technological expertise in the field, and global mobility approach to the world. The exhibition served as a strategic platform for Karsan to convey its autonomous vision, proven technological expertise and global mobility approach to the world, while also hosting the global launch of its innovative Karsan AI (Autonomous Intelligence) vision. KARSAN AI represents a holistic approach that embodies the era of smart mobility, taking Karsan's ‘Electric Evolution’ journey one step further. Karsan CEO Okan Bař stated that Karsan AI represents the next step in the company's Electric Evolution journey, saying, "We call this Karsan Autonomous Intelligence. Karsan AI is positioned as a mobility intelligence that perceives, makes instant decisions and continuously learns. The future is not only electric, but also smart. This approach reveals Karsan's vision of not only producing zero-emission vehicles, but also designing the future of cities with autonomous and smart transportation solutions. The secret to Karsan's autonomous success lies in strong partnerships and an end-to-end solution approach. Together with its technology partner ADASTEC, Karsan does not just offer an autonomous vehicle; it offers a solution that extends from the production line to the vehicle's operation in open traffic, compliant with regulations and reliable.

A technological leap in Karsan's global brand journey!

Okan Bař emphasised that Karsan conveyed its real-world experience in the autonomous field, its technological expertise and vision to the global technology ecosystem at CES 2026, adding: "This approach takes our participation in the fair beyond a mere exhibition activity, transforming it into a powerful and strategic technological move on the path to becoming a global brand. With CES 2026, we conveyed our philosophy of approaching mobility with KARSAN AI to visitors from all over the world. In doing so, we transformed our exhibition space into a global showcase for our brand's capabilities at the heart of the technology world. Karsan-branded electric and autonomous vehicles are already part of everyday life in many countries, from North American markets such as the US and Canada to Japan and, of course, many European countries. People in many countries around the world have positive experiences with Karsan-branded vehicles. They know our brand and our products. At CES, we chose to share our Karsan AI approach and our vision representing the new era of mobility. Here, while explaining our Karsan AI philosophy to people, we wanted to use our space at CES as a showcase to reflect the concept of mobility in the new era according to the profile of CES visitors. Okan Bař, who stated that they view CES participation as a strategic technological move in Karsan's global brand journey, said, "Thanks to this approach, we have strengthened our position for our stakeholders who are familiar with the Karsan brand.

Autonomous leadership shaped by real-world experience!

Karsan CEO Okan Bař, noting that interest in autonomous mobility has accelerated significantly in recent years, said: "Autonomous public transport is no longer a dream. Today, Karsan's Level 4 Autonomous e-ATAK model is a solution operating in real life, with real passengers, under real traffic conditions. Between 2021 and 2024, we have implemented a total of seven autonomous projects in Europe and the US during the first three-year period. We carried our first passengers in open traffic in Michigan; in Stavanger, Norway, we launched the world's first autonomous bus that travels through tunnels, operates in harsh weather conditions, and carries ticketed passengers, and our vehicle is still carrying ticketed passengers there. As we approach 2025, we can see very clearly how rapidly interest in autonomous public transport is accelerating. In 2025 alone, we signed 9 new autonomous projects in 7 different European countries; 5 of these are actively being implemented. We launched Europe's first autonomous airport shuttle in Rotterdam; in Switzerland and Sweden, we introduced these countries' first autonomous buses carrying passengers in open traffic. In Hannover, we became the first autonomous bus to conduct test drives on public roads with KBA approval. With this momentum, we will soon reach a total of 16 projects in 12 countries. Today, our goal in



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autonomous technology is to implement truly driverless public transport systems where the safety driver is completely eliminated, in compliance with regulations. In line with this, we have been offering full-scale autonomous solutions for urban public transport in Europe for four years with our Autonomous e-ATAK model, while in North America, we aim to respond to more compact and flexible autonomous mobility needs, which we call on-demand service, with our new model, Autonomous e-JEST. Okan Bař, pointing to Karsan's growth in the autonomous field, said, "Autonomous technology is not a short-term testing ground for us, but a long-term journey. Today, we have over 100,000 miles (160,000 kilometres) of autonomous driving experience, over 60,000 passengers transported, and a success rate of 99.5%. This clearly demonstrates that autonomous public transport works in the field and is scalable."

Autonomous e-JEST: The new member of the family!

Okan Bař, who considers the Autonomous e-JEST an important step in Karsan's AI journey, continued: "We have combined the four years of field experience we gained with the Autonomous e-ATAK with the e-JEST, which has become a global reference in urban public transport over the past seven years. We introduced Autonomous e-JEST at Busworld in October and in North America in November. Today, Autonomous e-JEST takes the stage as one of the newest and most powerful members of the Karsan AI family. The first order of 10 units from North America also demonstrates that this approach is resonating in the market. We are moving forward with Autonomous e-ATAK for larger-scale autonomous needs in Europe and Autonomous e-JEST for more compact and flexible solutions in North America. We are scaling this success, proven in Europe, in the US market with the same discipline and long-term perspective."

Karsan, which aims to bring the success it has achieved in electric and autonomous public transport in Europe to North America with a proven strategy, positions CES 2026 as one of the most critical milestones in this journey. Having successfully completed FMVSS and Altoona tests and entered the US market after approximately five years of preparation, Karsan is now actively operating nearly 200 electric vehicles in North America. The first orders for the Autonomous e-JEST demonstrate that Karsan's solutions are finding resonance in the micro-transit and on-demand mobility sectors.

Driverless public transport is now on today's agenda!

Referring to the ultimate goal in autonomous public transport, Okan Bař said, "The difficulty of finding drivers and increasing operational costs worldwide are pushing cities towards autonomous solutions. At Karsan, we are managing this transformation in a manner that is compliant with regulations, safe and sustainable. Our goal is to implement truly driverless public transport systems where the safety driver is completely eliminated, in parallel with the development of regulations. Karsan's AI vision fully represents this future.

At CES 2026, Karsan once again delivered a clear message: The mobility of the future will not only be electric; it will also be intelligent, autonomous and add real value to human life. And Karsan will continue to be one step ahead in this future.

About Karsan:

Leaving 59 years behind in the Turkish automotive industry, Karsan has been producing for the world's leading brands in the commercial vehicle segment, including its own brand, in its modern facilities since the day it was founded. Producing commercial vehicles since 1981, Karsan's factory in Hasanađa, Bursa, has the capacity to produce ~20 thousand vehicles in a single shift per year. Designed with the flexibility to produce all kinds of vehicles from passenger cars to heavy trucks, from minivans to buses, Hasanađa Factory is 30 km away from Bursa city center and is located on a total area of 203 thousand square meters, 99 thousand square meters of which is closed.

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

Continuing its activities of developing and launching "innovative products and services" in the public transportation sector, from "intellectual development to market", Karsan aims to strengthen its main manufacturer/OEM business line in particular. Karsan manages the entire automotive value chain, from R&D to production, from marketing to sales and after-sales activities. Karsan manufactures Jest and Atak models under its own brand. Developed in collaboration with Karsan e-JEST in 2018, Karsan e-ATAK in 2019, and the domestic technology company ADASTEC in 2021, the Level 4 driverless bus Autonomous e-ATAK, which is a first in the world, launched the 10m, 12m, 18m models of the born electric e-ATA family in the same year and e-ATA HYDROGEN models in 2022, becoming the first and only company in Europe to offer an all-electric product range from 6 meters to 18 meters. As of 2022, Karsan also produces Megane Sedan cars for the Renault brand, and at the end of 2023, it became the first European bus manufacturer to enter the Japanese market with the right-hand drive e-JEST model.