



KARSAN

ONE STEP AHEAD  
IN THE FUTURE OF MOBILITY

## **Karsan Prepares to Take the Stage in Las Vegas with New Generation Technologies!**

### **Karsan AI to be Unveiled to the World at CES 2026 in Las Vegas!**

**Karsan, the world's technology-focused mobility brand in new generation public transport, is preparing to participate in CES 2026, one of the leading technology trade shows. The brand's CEO, Okan Bař, who will introduce Karsan AI (Autonomous Intelligence) vision to the world at the fair, 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. The secret to Karsan's autonomous success lies in strong partnerships and an end-to-end solution approach. While explaining our Karsan AI philosophy to people at the fair, we aim to use our space at CES as a showcase."**

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, is preparing to make an appearance at the Consumer Electronics Show (CES) 2026, where the latest innovations and trends in the world of technology are showcased. At the show, which will be held in Las Vegas, USA, from 6 to 9 January 2026, Karsan will introduce its Karsan AI (Autonomous Intelligence) vision to the world with the field-proven experience of its new generation autonomous models.



KARSAN

ONE STEP AHEAD  
IN THE FUTURE OF MOBILITY

## **Karsan is shaping the future of mobility on a global scale!**

For Karsan, the exhibition serves as a strategic platform to showcase its autonomous vision, field-proven technological expertise, and global mobility approach to the world. It will host the global launch of Karsan's innovative AI (Autonomous Intelligence) vision. Taking the company's 'Electric Evolution' journey one step further, KARSAN AI represents a holistic approach to the era of smart mobility. Positioning Karsan AI as a mobility intelligence that perceives, makes instant decisions and continuously learns, Karsan CEO Okan Bař said, "The future of the industry is not only electric, but also smart. This approach demonstrates Karsan's vision of not only producing zero-emission vehicles but also designing the future of cities with autonomous and smart transportation solutions. As a company, the secret to our success in autonomy lies in strong partnerships and our end-to-end solution approach."

## **CES is a global showcase for Karsan's innovative technologies!**

Emphasising that participating in CES is a powerful and strategic technological move towards becoming a global brand, Okan Bař said, "At CES 2026, we will convey our philosophy of mobility with KARSAN AI to visitors from all over the world. For us, the exhibition serves as a global showcase that positions our brand's capabilities at the heart of the technology world. Here, we aim to use our space at CES as a showcase to explain the Karsan AI philosophy to people."



# KARSAN

ONE STEP AHEAD  
IN THE FUTURE OF MOBILITY

## 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 Hasanağa, 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, Hasanağa 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.