



Senior Level Appointments at Karsan

Karsan Strengthens Business Wings

Karsan reorganized its Commercial Affairs unit in order to increase its dominance in the domestic market and strengthen its competitiveness in the exporting markets. While Deniz Çetin was appointed as the Deputy General Manager of Export, which was formed in this context, Muzaffer Arpacioğlu, who has been successfully serving as the Deputy General Manager of Commercial Affairs since 2017, started his new position as the Deputy General Manager of Domestic Market Sales & External Affairs.

Karsan, which is one of the leading organizations in Turkey's automotive industry, made a significant change in the Commercial Affairs unit to increase its dominance in the domestic market and strengthen its competitiveness in the exporting markets. The Company's Deputy General Manager of Commercial Affairs duty under which commercial affairs and export-related works are executed has been divided into two: "*Deputy General Manager of Export*" and "*Deputy General Manager of Domestic Market Sales & External Affairs*". As such, Deniz Çetin, who has remarkable experience in the automotive industry at home and abroad, was appointed as the Deputy General Manager of Export. Muzaffer Arpacioğlu, who has been successfully serving as the Deputy General Manager of Commercial Affairs and succeeded both in the domestic market and exporting markets since 2017, was appointed as the Deputy General Manager of Domestic Market Sales & External Affairs following the reorganization.

Who is Deniz Çetin?

Deniz Çetin, who started to work as the Deputy General Manager of Export, where Karsan's foreign sales, profitability targets and recognition will be addressed, completed his undergraduate education in the Department of Mechanical Engineering at Yıldız Technical University. Subsequently, Deniz Çetin, who successfully completed his master's degree in Automotive Engineering at Boğaziçi University, started his career in 2004 as a Design Engineer at Mercedes-Benz Türk A.Ş. Deniz Çetin, who assumed various positions in automotive companies such as General Motors and Temsa in the following years, was working at Temsa as International Sales Manager & USA Country Manager before starting work at Karsan.



**About Karsan:**

Celebrating its 55th anniversary this year in the Turkish automotive industry, Karsan has been manufacturing at its modern facilities its own vehicles, as well as parts for the world's prominent brands in the commercial vehicles sector. The company has been engaged in commercial vehicle production since 1981, and its factory in Hasanağa in Bursa has the capacity to manufacture up to 19,870 vehicles a year on a single shift. The Hasanağa factory is a flexible installation that can manufacture all kinds of vehicles in the same facilities 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 an area of 200,000 sqm, 90,000 sqm of which is closed space.

Karsan has been the only independent multi-brand light commercial vehicles manufacturer in Turkey for more than 50 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" and to cater to every market 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), 10-12-18 m buses for Menarinibus, and its own Jest, Atak, and Star models. It also produces fully electric vehicles, its much-celebrated Jest Electric and Atak Electric line, in partnership with the world giant BMW. Besides vehicle manufacturing, Karsan also provides a range of industrial services in its Organized Industrial Zone factory.

