



KARSAN



ONE STEP AHEAD
IN THE FUTURE OF MOBILITY

Karsan Autonomous e-ATAK Begins Passenger Service at the World-Famous Efteling Theme Park!

Karsan Marks Another First in the Netherlands with Its Autonomous Technology!

Autonomous e-ATAK Becomes the First Autonomous Bus to Operate on Public Roads in North Brabant!

Developing advanced transportation solutions with its vision of staying one step ahead in the future of mobility, Karsan is further strengthening its global leadership in autonomous public transportation with another landmark project. As part of the project launched at the world-renowned Efteling theme park, Karsan Autonomous e-ATAK began carrying passengers on August 12, 2026, connecting Efteling's main public transport hub with hotels, accommodation facilities and visitor amenities in the area. Commenting on the project, Karsan CEO Utku Ayyarıkın said: "We are extremely proud that Karsan Autonomous e-ATAK has become the first autonomous bus to operate on public roads in the North Brabant region of the Netherlands. Following our operation at Rotterdam The Hague Airport, this second autonomous deployment in the Netherlands further strengthens our position in Europe with another important reference project. At Karsan, we do not simply anticipate the future of mobility; we make our advanced technology solutions part of everyday life. Through autonomous projects implemented across different countries and use cases, we are turning the future of public transportation into reality today."

One of the pioneering brands driving the transformation of electric and autonomous public transportation in Europe, Karsan is adding another real-world deployment to its portfolio of advanced mobility solutions. Autonomous e-ATAK, which began operating at Efteling, one of the Netherlands' leading tourist destinations, will serve a route of approximately 6 kilometers. The vehicle will carry passengers between the Efteling Hoofdingang and Wonderhotel stops in mixed traffic using SAE Level-4 autonomous driving technology.

Designed to be accessible to passengers with disabilities and offered free of charge, the service will connect Efteling's main public transport hub with hotels, accommodation facilities and visitor amenities in the surrounding area. In doing so, the project will support

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not only the advancement of autonomous technology but also a more accessible, inclusive and sustainable approach to mobility.

A Landmark Collaboration for Autonomous Mobility at Efteling!

The official launch of the project took place at Efteling on August 10, 2026. Representatives from Efteling, Arriva, the Province of North Brabant, the Municipality of Loon op Zand, the Netherlands Vehicle Authority (RDW), Dutch Automated Mobility, AON and ADASTEC attended the launch ceremony. Covered by Dutch national and trade media, the event brought together public authorities, technology companies and public transport operators for an important milestone in autonomous mobility. Implemented through the collaboration of Karsan, Arriva, the Province of North Brabant, the Municipality of Loon op Zand, SmartwayZ.NL, Dutch Automated Mobility, Applied Autonomy and ADASTEC, the project stands out as a compelling example of strong public-private cooperation shaping the future of autonomous mobility in Europe.

Another Milestone for Autonomous e-ATAK in the Netherlands!

Emphasizing that Karsan is not only developing technology in the field of autonomous mobility but is also a pioneering brand successfully deploying this technology in real-world road and passenger operations, **Karsan CEO Utku Ayyarkın** said: “We believe that the future of mobility is being shaped by electric and autonomous technologies. At Karsan, we are leading this transformation with solutions that we develop and deploy under real-world road conditions. With Autonomous e-ATAK, we have achieved major milestones across a broad geography extending from the United States to Europe. The Efteling project will be a highly valuable example demonstrating how autonomous public transportation is becoming a natural part of everyday life. With this project, we are taking our autonomous mobility experience in the Netherlands one step further while continuing to make the public transportation solutions of the future part of real life today.”

Highlighting the decisive role of advanced technology solutions in Karsan’s international growth strategy, **Utku Ayyarkın** continued:

“Today, Karsan is no longer simply an automotive brand producing innovative vehicles; we are a technology-driven mobility solutions partner helping shape the transformation of



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cities, regions and transport operators. The fact that Autonomous e-ATAK has been selected for Efteling, a globally recognized destination welcoming millions of visitors every year, is an important testament to the maturity of our technology and the confidence our partners place in Karsan. We will continue to lead the wider adoption of autonomous public transportation, particularly across Europe and on a global scale.”

Commenting on the project, **ADASTEC CEO Dr. Ali Peker** said: “Building on the Netherlands’ first automated bus operation on public roads at Rotterdam The Hague Airport, the Efteling service marks another important milestone as the first automated bus operation on public roads in North Brabant. Operating across public roads and private areas alongside cyclists, pedestrians and hotel traffic, the service introduces proven SAE Level-4 automated public transport into a dynamic real-world environment. Together with Karsan and our project partners, we are taking another important step toward the wider deployment of automated public transport in the Netherlands.”

Fons Jurgens, General Director of Efteling, commented: “Improving access to Efteling by public transport is an area where we are keen to explore the possibilities. An innovative initiative such as this automated shuttle service provides an excellent opportunity to do so. Together with our partners, we can learn how our overnight guests can travel even more conveniently by public transport. I am very interested to see the outcomes.”

Ahmed Hashish, Managing Director of Dutch Automated Mobility, said “This system is safe, as demonstrated in Rotterdam. At Efteling, we have also received approval from the RDW to test on public roads. We look forward to the insights we will gain from this operation to support the further development of the technology.”

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Karsan's Second Autonomous Project on Public Roads in the Netherlands!

Following the operation at Rotterdam The Hague Airport, the Efteling project marks Karsan's second autonomous bus deployment on public roads in the Netherlands. During the pilot program, which is planned to run for approximately two months, passenger experience, operational performance and field data will be analyzed in detail. The findings are expected to contribute to future autonomous public transportation projects planned for the Netherlands and other parts of Europe.

More Than 100,000 Passengers Carried Across 12 Countries!

Through projects implemented across different geographies, Karsan Autonomous e-ATAK has become one of the world's most experienced vehicles in autonomous public transportation. The vehicle achieved significant milestones when it first began operating in the United States in 2021 and subsequently became the first full-size autonomous bus to operate on public roads in mixed traffic conditions in Europe in 2022. To date, Autonomous e-ATAK has carried more than 100,000 passengers across 12 countries.

Standing out with its extensive operational experience under real-world traffic conditions, advanced technology and reliability, Autonomous e-ATAK is capable of serving a wide range of applications, from campuses and airports to urban routes and tourism destinations. With the Efteling project, Karsan is further expanding its international experience in electric and autonomous mobility while continuing to contribute to the transition of cities and regions toward safer, more accessible, environmentally friendly and sustainable transportation systems.

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About Karsan:

Leaving 60 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. Karsan developed the e-JEST in 2018, followed by the e-ATAK in 2019. In 2021, the company launched the 10 m, 12 m and 18 m models of its born-electric e-ATA family, becoming the first and only brand in Europe to offer a fully electric product range from 6 meters to 18 meters. In the same year, in collaboration with the domestic technology company ADASTEC, Karsan introduced the Level 4 driverless Autonomous e-ATAK, followed by the Autonomous e-JEST in 2025. Karsan also unveiled the e-ATA HYDROGEN in 2022. As of 2022, the company has been manufacturing Megane Sedan passenger cars for the Renault brand. By the end of 2023, Karsan became the first European bus manufacturer to enter the Japanese market with its right-hand-drive e-JEST, and in November 2024, it entered the UK market with the same right-hand-drive e-JEST model.

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