



KARSAN



ONE STEP AHEAD
IN THE FUTURE OF MOBILITY

Karsan Brings Its Real-World Experience from Electric to Autonomous Mobility to FIAA Madrid

Karsan Showcases Technologies Shaping the Future of Mobility at FIAA Madrid 2026!

Karsan Brings Its European Experience to Spain's Mobility Transformation

One of the world's leading mobility companies with proven real-world experience in electric, hydrogen and autonomous public transport technologies, Karsan has brought its expertise to FIAA 2026 in Madrid, Spain. With more than 2,500 electric vehicles operating across 28 countries, Karsan has surpassed 550 million kilometres of real-world driving experience. Celebrating its 60th anniversary, the company is showcasing its e-JEST, e-ATAK and e-ATA LE models at FIAA Madrid, while highlighting its strong position in Europe, sustainability transformation and ambitions for the Spanish market. Karsan is also showcasing its autonomous mobility experience, which has now exceeded 250,000 kilometres of autonomous driving and more than 110,000 passengers carried. Karsan closed the first half of 2026 as the seventh-largest player in the European electric minibus and bus market, with a 6.8 percent market share. In Spain, the company continues to strengthen its presence with 56 electric vehicles operating across 21 cities and aims to further expand its position in the market.

Karsan, one of the world's technology-driven mobility brands in next-generation public transport, continues to expand its presence in Europe, a strategically important market in its

AUTONOMOUS  INTELLIGENCE

ELECTRIC  EVOLUTION

global growth journey. From electric mobility and autonomous driving technologies to hydrogen fuel-cell vehicles and sustainable manufacturing, Karsan develops solutions across a broad range of technologies and plays a pioneering role in the transformation of public transport. The company is now welcoming visitors at FIAA Madrid 2026, one of Europe's key transport industry events. At IFEMA Madrid, Karsan is showcasing its e-JEST, e-ATAK and e-ATA LE models at Hall 9, Stand 9C15.

Strong Growth in Europe's Electric Public Transport Market!

Backed by a broad electric public transport product range and proven real-world operations across different countries, Karsan has surpassed 550 million kilometres of operational experience. Building on this strong track record, Karsan continued its growth in Europe in 2026, reaching a 6.8 percent share of the European electric urban public transport market in the first half of the year and ranking as the market's seventh-largest player.

Karsan e-JEST and e-ATAK, which have become benchmark models in their respective segments, continue to play an important role in Karsan's strong European performance. In the first half of 2026, Karsan e-JEST achieved a 48 percent market share, extending its leadership in Europe's electric public transport minibus market to a seventh consecutive year. Karsan e-ATAK maintained its leadership in the electric midibus segment for the sixth consecutive year with a 20 percent market share. Karsan e-ATA 10 meter, one of Karsan's key models in the large bus segment, also maintained its leadership in its class with a 38 percent market share in the first half of 2026, following its market-leading performance in 2025.

Karsan's success across Europe is also reflected in its country-level results. In the first half of 2026, the brand ranked first in the electric public transport market in Romania with a 52 percent share, Croatia with 81 percent and Greece with 50 percent. Karsan also ranked second in Portugal with an 18.9 percent share and Bulgaria with 14.2 percent, and third in France with 13.5 percent. The company ranked fifth in Poland with a 3.2 percent share and sixth in Italy with 3.7 percent.

Our Focus in Spain: Strengthening Our Presence!

Spain represents a key growth market for Karsan as the company continues to expand its presence across Europe. With 56 electric vehicles already in operation across the country, Karsan supports its customers through an extensive nationwide service network and is focused on further strengthening its position in the Spanish market.

At FIAA Madrid, Karsan is also introducing the e-ATA LE to industry professionals in Spain for the first time, following its world premiere in Hamburg last year. Designed as a Class 2 vehicle, the 100 percent electric e-ATA LE was developed for a wide range of operations, from connections between city centres and surrounding areas to long-distance suburban and short-distance intercity routes with journey times of around one to two hours.

Karsan aims to build on its existing vehicle fleet and after-sales structure in Spain. By expanding its product range, the company is focused on strengthening its market presence and reaching more customers.

Commenting on Karsan's participation at FIAA Madrid 2026 and its goals for the next phase, **Karsan Chief Commercial Officer Deniz Çetin** said:

“Karsan today is much more than an electric vehicle manufacturer. We are a global mobility technology company that puts electric, hydrogen and autonomous public transport technologies into real-world operation and continuously builds on that experience. As we further strengthen the position we have established in Europe, Spain is one of the key markets where we see strong long-term potential.

“Today, 56 of our electric vehicles are operating on Spanish roads. At FIAA Madrid, the e-ATA LE expands our product offering in Spain to address a wider range of transport needs. In the coming period, we aim to build on this foundation, strengthen our presence in the market and reach more customers and cities. With the strength of our 60 years of experience, our technology development capabilities and the expertise we gain from real-world operations, we will continue to drive Karsan's global growth.”

Sustainability Across the Entire Value Chain!

Karsan does not limit the transformation of mobility to the development of zero- and low-emission vehicles. The company has built its sustainability strategy around three key pillars: Sustainable Mobility, Sustainable Manufacturing and Value Chain Transformation. Karsan's own renewable energy generation currently meets approximately 25 percent of the total electricity used in its manufacturing operations. The company continues to reduce its carbon footprint in line with its goal of achieving a Net Zero Factory by 2030. Karsan has also improved its CDP Climate Change score from C to B and has been awarded a Bronze Medal in the EcoVadis assessment.

60 Years of Experience with the Curiosity of Day One: "60 Years Young"

Karsan is celebrating its 60th anniversary in 2026, marking a new chapter in its journey to shape the future of mobility. With its "60 Years Young" message, Karsan brings together six decades of industrial experience with the curiosity, energy and passion for innovation that have defined the company since day one. As it enters this new era, Karsan aims not simply to adapt to change, but to help shape it through the technologies it develops. Commenting on Karsan's 60th anniversary, **Karsan Chief Commercial Officer Deniz Çetin** said: "We combine 60 years of experience with the same curiosity and passion for innovation we had on day one. What has kept Karsan young for 60 years is our courage not only to adapt to change, but also to help shape it. Today, we are working across different areas of the future of transportation, from electric mobility and autonomous driving to hydrogen technologies and sustainable manufacturing. With our '60 Years Young' message, we continue to draw strength from our heritage as we shape the future of mobility."

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.