

TEMSA ULAŞIM ARAÇLARI  
SANAYİ VE TİCARET A.Ş.

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## **TEMSA PROMOTES 7 BUSES IN TOTAL AT THE BUSWORLD EXHIBITION, 2 OF WHICH IS NEW**

TEMSA, a proud member of Sabancı Holding, will launch two new products and emphasize "Smart Mobility" motto at the Busworld Kortrijk Exhibition, which will take place between 20 – 25 October. In addition to these two new products, TEMSA will also exhibit Maraton, HD, MD7 Plus and electric bus and TS45, which is at the product range of the US market.

The Busworld Kortrijk Exhibition, where 350 participants from 33 countries will take place is held between 20 – 25 October, 2017. In the Exhibition, Temsa takes its place at its stand numbered 701 which is located in Hall 7 and consists of 1120 m2, with its 7 vehicles, 2 of which is new. The press conference will be held on Thursday, 19th October 2017 from 11:00 to 12:00.

### **Two new products for school transportation and tourism transportation**

TEMSA, of which increasing market share and growing sales numbers are improving in parallel with its providing the fastest response to customer needs, have worked very hard for 2 new products. TEMSA will promote 2 new buses for school and tourism transportation.

### **The vehicles at the exhibition**

TEMSA will also exhibit TS45 the full size motor coach of the US market for intercity and tourism segment; Maraton for intercity passengers; HD for intercity passengers and tourist buses; MD7 Plus for tourism, school service and shuttle; and the electric city bus.

### **TEMSA continues to reflect its powerful image onto the foreign markets**

TEMSA General Manager, Dinçer Çelik stated that they will take place with total of 7 vehicles, 2 of which is new at the Busworld Kortrijk being organized since 1971 as the most prestigious exhibition of the bus and coach industry in the region. Dinçer Çelik continues his speech by saying "Boasting a product range that includes vehicles for all segments, TEMSA is capable of responding to changing conditions and customer demands. These reflect TEMSA's strong position in the global market, as well as its effective marketing strategy. TEMSA provides the fastest response to customer needs with innovations and new products in domestic and overseas markets. TEMSA buses are on the roads of European countries." Dinçer Çelik indicated that TEMSA will both emphasize its power in the market and also launch 2 new products by participating at the exhibition where all key players attend. Dinçer Çelik, who pointed that Busworld is not only a fair for promoting TEMSA branded vehicles but also an exhibition for meeting their customers to catch

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sales, said "We are sure that our stand will be visited by new customers as well as current customers of TEMSA."

### **Smart Mobility**

Dinçer Çelik, who also points out the positioning of TEMSA in the exhibition for this year, said "With the years of experience, we are continuing our path with technology. We will launch "Fleetics" that provides data on real-time performance and pre-determining malfunctioning of spare parts of the smart buses. With this product, TEMSA continues to reflect its powerful image in the market"