

Press Release:**18.10.2013, Kortrijk****TURKEY'S EXPORT LEADER PREMIERS
THREE NEW BUSES IN KORTRIJK**

Anadolu Isuzu's three new bus models made their European market debut in 22nd edition of Busworld Kortrijk in Belgium between the 17th- 23rd of October 2013. Each one of the newcomers perfectly embodies in its own way the general concept of Anadolu Isuzu, "The New Vision", in 2014.

Anadolu Isuzu organized the European Premiere for three new models in Hall 1, Stand 107 during Busworld Kortrijk 2013. Anadolu Isuzu's state-of-the-art, new 9 meter coach **Visigo** and 9,5 meter public transportation bus **Citibus** were introduced to the European markets for the first time. New **Citibus CNG** version also had an unveiling ceremony during this show.

Anadolu Isuzu's 7 meter **Novo Series** buses had a facelift in 2013. In addition to the European Premiere, the renewed Novo Series was also presented to the visitors of Busworld. Other models displayed at Anadolu Isuzu stand were Turquoise and Novociti models.

Anadolu Isuzu organized a press meeting on 18th of October at Anadolu Isuzu stand, where Mr. Tuğrul Arıkan, the General Manager of the company, delivered a speech addressing the members of the press. Mr. Arıkan informed the audience of the current market status and the projects of Anadolu Isuzu in 2013. Mr. Arıkan explained the new vision of the company in the second part of his speech. According to the new vision, the company plans a sustainable growth through R&D investments, market expansion and product diversification.

Turkey's Export Leader

As a company, producing commercial vehicles with the license of a world-class Japanese brand in the European region, Anadolu Isuzu drives all its production processes according to the world's famous Japanese quality management systems and the European Union's quality standards and regulations. The inevitable results are the products manufactured at the global standards of excellence.

Anadolu Isuzu's export activities cover 26 countries in three continents. Majority of these markets are subject to the European Union regulations. The company has been the midibus export leader in Turkey since 2004. In 2012, Anadolu Isuzu actualized 81 percent of the total midibus exports from Turkey.



VISIGO: The New Icon for Touristic and Intercity Journeys

Anadolu Isuzu's new 9 meter coach will be fitted with Euro 6 engine in 2014. Euro 6 engine produces 254 HP at 2100 rpm. The new Visigo provides a comfortable journey to the drivers and the passengers with its stylish interior and exterior design and equipments.

Combining various advantages of a small and a full-size coach in a smart "Medium line" concept, Visigo becomes an ideal partner for short and medium-haul routes, local transportation, panoramic tours and excursions. With its capacity upto 39 seats, Visigo offers a high level of comfort to its crew and passengers, just like a full-size coach, while it operates almost as economical as a 8 meter coach with high maneuverability in the city.

Anadolu Isuzu cares the ones behind the wheel, the ones who spend most of their time on the roads. The ones who work with full commitment to ensure a safe and comfortable journey for the passengers of the bus. Anadolu Isuzu believes that the driver's comfort and the safety on board is essential for a safe and pleasant journey. So, Visigo's driver compartment is designed in a way to make the drivers feel as comfortable as at home.

Drivers have perfect control behind the wheel in Visigo thanks to the wide and tinted windscreen, a comfy, air operated and adjustable driver seat and an ergonomic dashboard including a driver-friendly instrument panel. Driving comfort is further enhanced by the trip computer and the digital HVAC control board which are all integrated on the dashboard.

Driver and the crew have their own overhead lockers for their private belongings. Individual lighting units and speakers placed entirely for the driver and crew's use. The folding crew seat has a 3 point safety belt. The crew can easily reach the handy microphone and the front coolbox embedded on the dashboard in front of the crew seat.

Multimedia (Navigation, DVD, MP3, USB) set, rear view cam, cruise control, parking sensor and digital tachograph are among the other standard equipments that Visigo drivers will enjoy.

Visigo offers the maximum level of comfort for its passengers as well. The passengers of Visigo enjoy a stylish interior design. The interior luggage racks and the service units decorated with blue overhead lights are parts of the unique interior design of Visigo. Individual reading lamps over the passenger seats and indirect interior lighting units are all LED. Comfortable passenger seats are reclining and side sliding, which make the longer-route journeys more pleasant for the passengers.

You can double the comfort that your passengers will enjoy by opting for the footrests, window-side armrests and leather upholstery which are available in the optional equipments list of the new Visigo.

The huge luggage compartment with interior lighting meets the needs of passengers travelling with their belongings, especially in airport and intercity transportation. The luggage capacity of new Visigo is 5,5 m³, which can easily serve 39 passengers.

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NOVO Series: Small enough to provide great economy and agility... Big enough to offer great comfort and versatility...

Europe's leading medium-sized bus and coach builder, Anadolu Isuzu, is proud to present its new generation Novo series. Anadolu Isuzu's 27-seater model group, which has been titled as the market leader several times at home, is now completely regenerated as a brand-new midibus series.

In order to provide a fresh solution to the latest needs and requirements, and in accordance with the latest trends in the European markets, the features of the previous 27-seater midibuses are improved fundamentally. As a result of a comprehensive and customer-oriented research and development study proceeded by Anadolu Isuzu engineers, the new Novo series came out. Compared to the previous model group, Novo series coaches are more spacious, more comfortable, safer and more environmentally friendly with its new Euro 6 Isuzu engine, which produces 190 HP.

Novo series is offered in three different versions in the European markets, a standard version and the "Ultra" version with a more luxurious outlook for the touristic segment and Novociti, a 7,5 meter Class I version for the public transportation business. Reflecting the different areas of use, the frontal design, engine power, rear suspension, brake system and the optional equipments of touristic and city transport versions vary. Isuzu's high-tech powertrain, top quality engineering, state-of-the-art design and skillful finishing, on the other hand, are all common in both.

CITIBUS / CITIBUS CNG: A Smart option for inner-city transportation

Anadolu Isuzu's new 9,5 meter public transportation bus is basically designed to meet the requirements of historical metropolises with narrow streets, and for those smaller municipalities which have to serve in several routes including urban areas with lower populations. Today, on the other hand, most of the larger municipalities have also begun to prefer smaller buses as an economical solution for their regular service routes.

Increasing complexity of public transportation networks in modern cities arise the need for more economical transportation investments all around the world. Connecting various ways of transportation inside the city in the most economical way possible, is one of the main tasks of today's municipalities. Compared to longer buses, Citibus offers the most ideal solution to contemporary requirements of modern cities, with exceptionally lower investment and operational costs, higher levels of agility and maneuverability, and with optimum passenger capacity.

Citibus will be powered by Euro 6 engine from 2014 on, which produces 254 HP power at 2100 rpm and the bus provides a passenger capacity up to 74 people. Allison T280R model automatic transmission is standard equipment for the bus. Three doors are standard for Citibus, while two doors version is offered as an option.

Citibus range will be extended with the CNG version in 2014. The CNG engine produces 226 HP at 2800 rpm. Citibus CNG provides a passenger capacity up to 69 people.

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TURQUOISE:

Anadolu Isuzu's tested and proven medium coach Turquoise will be displayed in the show with its three different versions: Turquoise VIP, Turquoise with disabled-lift at the stand and one another Turquoise with 26 seats to be displayed in the outdoor area.

Turquoise VIP offers the maximum comfort on road with 19 genuine leather passenger seats, WC unit, refrigerator, ski box, electric roller blinds, footrests and heated air-conditioner.

Turquoise with the disabled-lift offers enough space for maximum 5 passengers with wheelchairs through suitable seating arrangement. The model displayed in Busworld was a 29-seater version which offers space for one wheelchair.

Offering a seating capacity up to 33 passengers, Turquoise is an ideal partner for short and medium haul routes, touristic excursions and shuttle services. Turquoise provides all the comforts of a full-size coach while operating as economical and agile as a minibus.

Euro 6 Isuzu engine of Turquoise produces 190 HP at 2600 rpm. Disc brakes, ABS and ASR braking system, rear air suspension system and retarder are some of the standard equipment of Turquoise.

NOTE TO THE EDITOR:

Anadolu Isuzu is one of the leading medium-sized bus and coach manufacturing companies in Europe whose major shareholders are the Anadolu Group from Turkey, and Isuzu Motors Limited and Itochu Corporation from Japan. The company is the first Japanese joint venture in Turkish automotive industry.

Its main fields of operation are the production and marketing of light duty trucks and midibuses. Since the establishment of the company in 1984, nearly 150.000 vehicles have been manufactured in accordance with the Isuzu Motors license agreement.

The experience and know-how of Anadolu Isuzu dates back to the Celik Montaj, which was established in 1965 to build pick-ups and motorcycles. In 1984 the company signed the licence agreement with Isuzu Motors to produce Isuzu vehicles in Istanbul Kartal Plants. The title of the company was amended as Anadolu Isuzu Otomotiv Sanayi ve Ticaret AŞ.

In 1999 Anadolu Isuzu moved to its new facilities in Gebze Şekerpinar, in Kocaeli. The new facilities are established on an area of 230.000 m2 where the company employs about 650 people. The facilities include two separate plants for truck and bus manufacturing.

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