

# TEMSA exhibited 3 new vehicles at Busworld Kortrijk

17.10.2013

**Kortrijk, 17th October 2013 - TEMSA LD 13, LD 13 IC, LD 13 SB, MD 9, MD 9 IC, MD 9 LE, presented today at Busworld illustrates TEMSA's passion for quality and value. TEMSA ensures that it sources parts from the world's leading manufacturers to give the customer far more – for less.**

*"Lately, most of the European economies does not grow and the bus market has not been immune to the negative consequences of this situation" – says Mr. Dincer Celik, the company's General Manager. "But as TEMSA, we worked very hard to use time wisely and to improve our offerings to our valued customers. We set our strategy to develop the right products that respond to customers' changing needs, introduce modular approach to our production and deliver a well designed line of buses in the highest quality level" he adds.*



The company values the customer's business and believes that business should never stop. This approach is already generating positive results. The trust of TEMSA customers is reflected in the figures and worldwide presence. *"The expected growth of our turnover in 2013 will be % 35 higher than 2012. I am proud to inform you that 2013 has been the record year for TEMSA's production and sales."* says Mr. Celik. *"The first 6 months of our production capacity for 2014 has already been booked. At the moment, we are considering to hire more people to cope with the demand in 2014" , he adds.*

Despite the economic recession, the company managed to hold a steady position in its focused European markets. Since its penetration to the North American market in 2008, TEMSA has increased its brand awareness and sales volume. At the beginning of 2014, the company will be launching third vehicle for US market. *"The effects of the worldwide economic recession had been minimal to overall Turkish markets. The government investments on highways and municipalities literally boosted local bus & coach market in last 2 years. While city segment grew by % 200 compared to last year, our market share grew by % 475 in total. We delivered 300 units of Avenue LF to Izmir Municipality. Just 2 weeks ago, we lauched our Avenue LF CNG and Avenue Articulated models."* says Mr. Celik.

TEMSA introduces new LD line targeting intercity and touring segments; all the models exhibited at Busworld Kortrijk are equipped with Euro 6 powertrain. TEMSA puts highest emphasis on quality, reliability and longevity of the products. Because of the company's passion for quality and value, TEMSA ensures that it sources parts from the world's leading manufacturers, making TEMSA the bus expert that can give the customer far more – for less.

*"Despite these challenging times, we remain ambitious. We want to be one of the key players on the European, Turkish and the US markets known for outstanding quality and competitive products bringing value and satisfaction to our customers"* says Mr. Celik.

*"End of 15 years in our journey of European markets; we are proud to deliver over 7500 vehicles only in Europe and over 10.000 vehicles in export markets."* – says Mr. Acar Kocaer, the company's International Marketing & Sales Director. TEMSA will deliver its 3500th vehicle in French market to one of the loyal customers, Autocars FAURE of Valencin Lyon with a delivery ceremony on 19th of October at TEMSA Stand.

## **About the LD range**

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Starting point of the new LD project is the proven success of over 3500 TEMSA vehicles – models namely Tourmalin and Safari – sold over the past decade over 30 countries in Greater Europe. New LD design is focused on the following operational needs and total cost of ownership criterias of TEMSA customers and fleet managers;

- Low fuel consumption
- Easy maintenance and service
- Top priority to passenger comfort and expectations
- Driver friendly cockpit & design

Goal the company achieved with the new LD range is a highly modular chassis & body that can well be adapted to the various operational needs of customers with low operational costs versus high durability.

## **LD Coach**

The new LD Coach is the successor of Bus&Coach Masters tradition. It is simply the clever "commercial decision" - with

- design features available in both 12 and 13 meters, offering 6,5 m<sup>3</sup> and 7,5 m<sup>3</sup> luggage capacity respectively
- all options designed and focused to increase customers profit

as 3rd door for disabled access / toilet / kitchen unit / refrigerator / audio & video systems / customized interior

New LD Coach is destined to be the reliable partner on the road with its low weight stainless steel construction, powered by new DAF MX11 engine range, together with ZF transmission and axels.

## **LD IC**

The new LD IC is the successor of TEMSA Tourmalin and Safari RD InterCity models. LD IC is designed "exclusively" for "heavy duty intercity operations" – with its low weight stainless steel construction , and optimum combinations of DAF MX11 engine with ZF transmission and axles. Whatever the customers operation requires – LD IC offers the solution, such as ;

- more seating capacity versus disabled area with lift
- handrails versus luxury multisets on luggage racks

TEMSA added more features to LD IC for its customers to design the vehicle "best fitting" to their operation. Coach type seats / legroom / assistant seat / dashboard cooler / destination plates / audio&video equipments

### **LD SB**

There are over 1400 units of TEMSA Tourmalin model delivered in Schoolbus Market – "Uncontested" success of TEMSA in SB segment is not by chance but rather as a result of

- Listening and understanding the needs of customers in this peculiar segment
- TEMSA Distributor's efforts and network in sales and aftersales in French Market

New TEMSA LD Schoolbus will take and carry the flag in 2014 with Euro 6. With Cummins & Allison & ZF combination of powertrain LD SB offers utmost capacity with comfort in exact 13meters with additional safety features as seat belt warning system of passengers , and safety cameras.

### **About the MD 9 Range**

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2011 Midi Coach of the Year Grand Award winner MD 9 family extended its own family over 400 units in less than 2,5 years time. Now with newed Euro 6 range is searching for new markets & customers.

#### **MD 9**

Without compromising its level of excellence MD 9 Touring Compact is ready with Euro 6. With standard automatic transmission, independent front suspension, powerful 290 hp engine availability, MD 9 Coach contains a surprising amount of space for upto 40 seats, 5 m3 luggage compartment.

#### **MD 9 IC**

Presenting Euro 6 with new features to offer more flexibility to operators – with quick release seat option allowing up to [8] disabled capacity. MD 9 IC is suitable for all kind of intercity operations as well as short distance touring.

#### **MD 9 LE**

Upgraded and improved version of its predecessor – MD 9 LE is ready with 250 hp Cummins engine in combination with automatic Allison transmission. Flexible interior offers various seating options from 26 to 34 and upto 70 passenger total capacity even with space for 2 disabled person. As Class I or Class II – TEMSA customers have chance to design their bus according to their operational needs in combination with options as anti-vandalism seats, luggage racks, foldable seats and etc. With MD 9 LE the customers have the chance to tailor their needs; For all intercity needs in Class 2 and for all city needs in Class 1.

### **About the Avenue Range**

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TEMSA city range is actually completed from 9 to 18 meters. New 18 meter Articulated and 12 meter CNG versions of Avenue have just entered the range a few weeks ago to strenghten TEMSA's position especially in Turkish Local Market and being prepared to enter new markets in Europe. Under harsh economical conditions Avenue focuses on lower operational costs, with its low weight design, it offers low fuel consumption and high passenger capacity to operators.