

TEMSA GLOBAL: Press Release

24 April 2009 – Temsa Launch in Malta

OPEN WEEKEND FOR TEMSA'S BUS MODELS AT BURMARRAD



TEMSA Opalin and TEMSA Safari HD are two new bus models on the Maltese market, launched yesterday by United Equipment Co (UNEC) Ltd of Burmarrad.

Since Temsa Global was established in 1968, the company always has been associated with professionalism, expertise and customer satisfaction. Temsa Global believes this is the result of its efforts to think about what Temsa's customers really need.

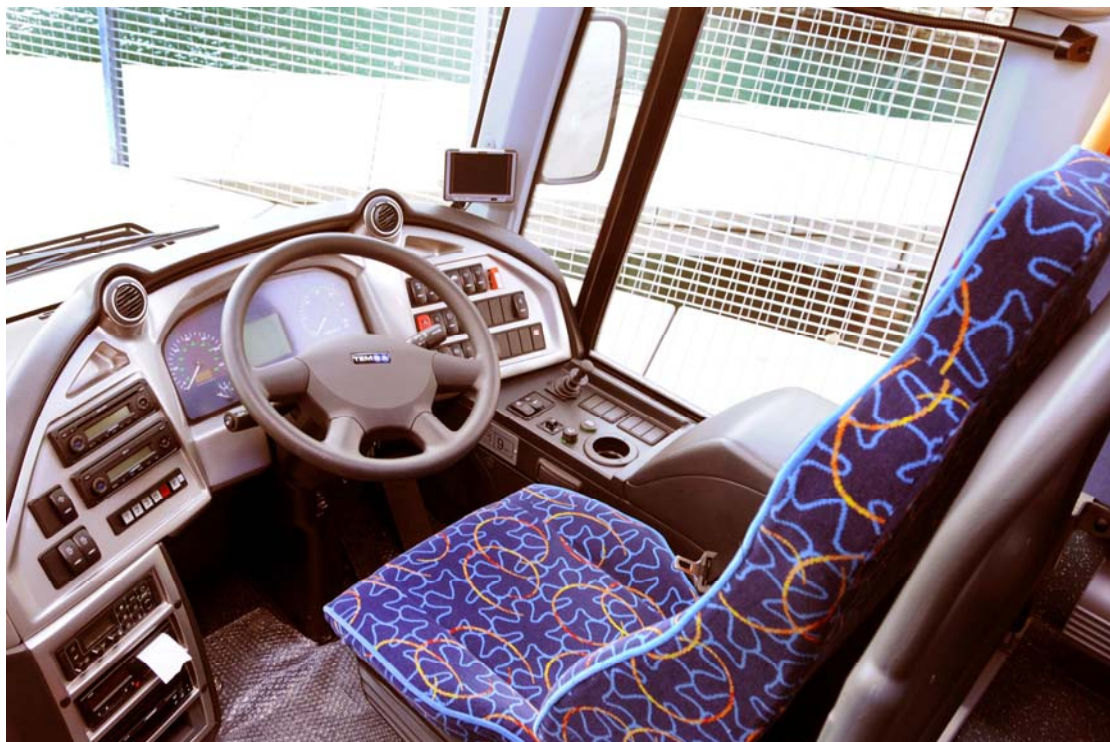
Temsa Global believes that its sustainable relationships are based on trust. Its customers expect and deserve expertise, know-how and dedicated support. Temsa Global selects its sales partners according to rigorous criteria of expertise, know-how, network and financial strength in order to ensure that its' customers are supported by the most competent and knowledgeable people.

Temsa has a dealer network of 48 companies and today Temsa warmly welcomes UNEC, Temsa's 49th dealer to its global network. From now on Temsa strongly believes that its flag will be well presented in Malta with its reputable partner UNEC which this year celebrates its 20th year of success in business.

TEMSA STAINLESS STEEL SAFARI HD EURO 5

Today, TEMSA GLOBAL launches a renewed version of Safari HD, a stainless steel Safari HD Euro 5. TEMSA GLOBAL developed its new product utilizing new technologies to meet market requirements and customer expectations.

Temsa Safari HD has been designed for maximizing passenger capacity as well as accommodating the utmost customer expectations in its segment. Temsa Safari HD combines style, safety, performance and comfort in harmony to make journeys "memorable" for both the passengers and the drivers.



TEMSA GLOBAL

TEMSA GLOBAL is the fully owned subsidiary of Turkey's leading financial and industrial conglomerate, SABANCI HOLDING.

2008 has been a year of significant developments for TEMSA GLOBAL. In April 2008, TEMSA GLOBAL inaugurated TEMSA EGYPT, its first overseas investment for bus and coach manufacturing. TEMSA EGYPT will be the production base for North African, Middle East and the Gulf countries' bus and coach markets

In August 2008, a new plant in Adapazari near Istanbul specialized for truck, trailer and superstructure production was inaugurated. This plant which is used for light truck production, also started producing trailers since the beginning of 2009. MD and HD truck production will also be realized in due course.

In line with its vision and target of being a global brand with global standard, the name of the company was changed from TEMSA to TEMSA GLOBAL and the headquarters were relocated from Adana to Istanbul.

As a result of this evolution, TEMSA GLOBAL organization was restructured and separate business units to focus on truck and bus activities were formed.

TEMSA GLOBAL is determined to focus on satisfying its customers and to continue on its path of success through improvement, innovation and development with full confidence. As one of the biggest independent bus and coach producers, TEMSA GLOBAL primarily focuses on the sustainable growth and globalization. TEMSA GLOBAL is looking for new markets abroad; as it evaluates how to expand its sales and aftersales network to new markets like USA and Russia, TEMSA GLOBAL is also studying the possibility to invest in a new geography for a yet third bus and coach plant after Adana and Egypt.

TEMSA AVENUE – THE NEW CITYBUS OF TEMSA

TEMSA GLOBAL's major breakthrough event for this year was the launch of the TEMSA Avenue citybus in Hannover. It is a breakthrough, because Temsa Avenue, a fully equipped low floor citybus, is the first full fledged citybus that TEMSA GLOBAL has built in its 21 years of bus and coach manufacturing. Since the establishment of its R&D Company in 2006, TEMSA GLOBAL has been working hard to develop a vehicle with innovative ideas that would enable TEMSA GLOBAL to cater for the city public transportation in Europe.

The TEMSA Avenue comes in two versions: a fully low floor execution and a low entry.

The TEMSA Avenue offers great prospects for TEMSA GLOBAL. For the next 12 months, it will operate in various cities in Europe in order to gain more customer feedback. After this period, the TEMSA Avenue will be available for sales in general.

The first Avenue exhibited in Hannover, a left hand drive vehicle, will be sent to Arriva Portugal in May 2009. TEMSA GLOBAL has already started developing the right hand drive version and will be delivering the first batch orders of Arriva for the UK market by the second half of 2009.

The TEMSA Avenue is 12,00 m long , 2,55 m wide and 3,00 m high. It comes in two versions: a fully low floor execution and a low entry. The Temsa Avenue has 2 or 3 wide double doors and will be powered by a DAF 9,2 L diesel engine or a 6,7 L Cummins engine, allowing the full range of Euro 4, Euro 5 and E.E.V emission standards. The total capacity goes up to 97 passengers.

TEMSA GLOBAL – 2009 TRADE SHOWS

TEMSA GLOBAL wants to be close to its customers and to enjoy the privilege of being in direct contact through its presence at local and international trade shows.

The below agenda of trade shows which TEMSA GLOBAL will participate in 2009 indicates Temsa's determination to be the preferred partner of bus & coach operators.

FAIR	DATE	PLACE
Comtrans Moscow	21/04/09 - 25/04/09	Moscow - Russia
Zagreb Transport Show	21/04/09 - 24/04/09	Zagreb - Croatia
Busworld Brazil	03/06/09 - 05/06/09	Sao Paulo - Brazil
UITP Mobility & City Transport Exhibition	08/06/09 - 11/06/09	Wien - Austria
RDA	04/08/09 - 06/08/09	Köln - Germany
Busworld Kortrijk	16/10/09 - 21/10/09	Kortrijk - Belgium
Bus & Bus Business	18/11/09 - 21/11/09	Verona - Italy

