

Affiliates



Fer Mas

Fer Mas increasing the Ferrari sales number to 11 in 2005 increased this number to 29 units in 2006 and 207; Fer Mas increasing the Maserati sales number to 10 in 2005 increased this number to 20 units in 2006 and 28 units in 2007, thus this has been a steady success in the market.

Establishment and General Information

Fer Mas Oto Ticaret A.Ş. was established on April 15th, 2005 with 99,4% partnership of Tofaş Türk Otomobil Fabrikası A.Ş. and as of April 2005 Ferrari has become the Official Turkish distributor of Maserati cars as of July 2005. The operations started on August 18th, 2005, in the Showroom and Head Office located in Kuruçeşme. In the building of totally 900 m2 covered area, a showroom, a small service and Club Lounge are situated together.

Ferrari-Maserati service point initiating its operations in June 2005 before the showroom's operations a result of the importance given to After Sales Services

continue its operations in Maslak Atatürk Car Industry Site on a covered area of 1000 m2.

Ferrari

Fer Mas increasing the Ferrari sales number which did not exceed 8 in yearly average since 1998 to 11, further increased this figure to 29 units in 2006 and 2007.

Maserati

Fer Mas increasing the Maserati sales number which did not exceed 5 in yearly average since 1998 to 10, further increased this figure to 20 in 2006 and to 28 in 2007.

2nd Hand

FerMas sold 13 units second hand in 2007 in total and took an important place in 2nd hand market.

Marketing Activities

Granturismo Press ve VIP Launch

Granturismo which is the first coupe car of Maserati produced since 2002 and which took great attraction worldwide has been presented to press members in the showroom in Kuruçeşme hosted by the General Manager Orhan Ülgür, Chairman of the Board of Directors Ali Pandir and Europe Regional Manager Luis Fresco.

Ferrari's 60th Anniversary

Ferrari's 60th year of establishment anniversary celebrations started from Abu Dhabi where Ferrari Theme Park shall be constructed and after crossing 50 countries in 148 days ended on June 21st in Maranello where Ferrari Factory was located. 60. At the Istanbul step of 60th year celebrations, on May 25th, 2007, Tofaş CEO Ali Pandir and Fer Mas General Manager Orhan Ülgür received the stick representing the 60 years of Ferrari.



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Koç Fiat Kredi

Koç Fiat Kredi Tüketici Finansmanı A.Ş. started its operations on November 2006 in order to serve for financing vehicles of Fiat, Alfa Romeo, Lancia, Maserati and Ferrari brands under the umbrella of Tofaş.

In 2007 our market share increased significantly and our share within Tofaş's total sales realized as 17.6% with 13.708 vehicles.

All services provided by Koç Fiat Credit Consumer Financing are customer oriented and new products/services meeting the expectations of internal customers-dealers and final customers are developed thus customer loyalty is created and brand loyalty and value are established.

In 2007 our company completed mainly its technological investments and thanks to the web based information processing infrastructure, online communication with dealers is secured for credit evaluation and approval process.

Koç Fiat Credit is formed of follow up, system planning and developing, finance, accounting and financial control departments providing all services of sales, marketing, risk management,

operation and allocation, monitoring, after sales and customer services, with an exclusive experience in automotive crediting and service to its brands only. In 2006 our company starting with 13 personnel now serves in 2007 with a dynamic team of 38 people.



Mekatro

MEKATRO is an AR-GE company established in 2004 by the academicians and TOFAŞ in TÜBİTAK Marmara Research Center Technology Free Zone in order to make advanced research and development studies in the field of automotive mechatronics.

The main field of operation is the automotive electronics and electro-mechanics, electronic control systems, hybrid and electrical vehicle technologies. Research projects are jointly determined by TOFAŞ ARGE department in line with the technological objectives of TOFAŞ. The main philosophy of MEKATRO is to develop innovative creative solutions with the informative gatherings from the academic world and to put them into practice within the framework of a research company in the technology world.

Platform

Platform company was established in May 24th, 2005 following the signing of a contract for the development and production of a light commercial vehicle to be called Mini Cargo that PSA-FIAT and TOFAŞ decided to manufacture jointly. The vision is to lead Turkey become a basis for research and development in the automotive industry. The Mini Cargo project started in the

year 2005 and production started in 2007 and studies for the New Doble Project started as of the first quarter of the year 2007.

The company which started its operations in Gebze-Kocaeli free zone as attached to the Marmara University was transferred in 2006 into Ulutek Uludağ Technology Region in the Görükle Campus of Uludağ University. Almost all company shares belong to Tofaş A.Ş.



