

Activities Of The Year 2007





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January

All parts of Albea coming down the line are from Tofaş

Fiat Albea produced under Fiat license in Tofaş factory is now coming down the lines in Russia. All parts of Fiat Albea which started to be produced in Russia at the end of studies carried out for almost 1 year are exported by Tofaş.



The new generation experts in automotive are trained in Fiat laboratory

Tofaş, being aware of the qualified human power established a Fiat Laboratory in Şişli Industrial Vocational School to contribute to the education of automotive experts. The lab will train students who know Fiat technology and culture.



Award to Tofaş employees in World Class Production Share Conference

In "World Class Production Share Conference" organized in Torino Tofaş's "Total Industrial Engineering" and "Improvement of Model Production Process" were awarded among the successful applications.

February

The Minister of Internal Affairs visited Tofaş

The Minister of Internal Affairs Abdulkadir Aksu and the Minister of Internal Affairs of Azerbaijan Ramil Usubow visited together the factory of Tofaş in Bursa. The Ministers were welcomed by Tofaş's CEO Ali Pandir.



Fiat Ducato sparked in Bus World 2007

The new Fiat Ducato received a lot of attention in the Bus World Turkey 2007, the most important fair of the commercial vehicles organized in Turkey for the first time. In the fair organized between 8-10 February in Istanbul Exhibition Center, the new Fiat Ducatos exhibited on the Fiat stand of 200 square meters were closely examined by the visitors.



Tofaş Ar-Ge growing

Tofaş adopting the vision of being Fiat's light vehicle production and development center until 2012 laid the foundation of the new AR-GE building to expand the test laboratories and office areas.





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March

A new page in Fiat's history: The new Fiat Bravo

Fiat Bravo specified as the beginning of a new page in Fiat's history has the title of being the first model bearing the renewed logo of Fiat developed by using the techniques used in space projects.



Fiat Abarth's eye on European championship

A new era starts in Turkish motor sports with Fiat Abarth. Fiat Abarth which will race in the European Rally Championship in the season 2007 targets being the European champion with the pilot Volkan Işık.



Fiat marks Geneva Autoshow The favorite of Geneva Autoshow

organized this year for 77th times, has been Fiat Group representing 5 big brands. In the Autoshow hosting automobile fans from allover Europe Fiat's colorful and dynamic stands pleased the eyes. Visitors took large time on the stands and closely examined the new models.

Fiat owners win "lifetime"

With the club service "Lifetime Fiat" started for Fiat users, Fiat offers customized solutions and advantages.



April

Enthusiastic celebration with the first Fiat Linea down the line

Fiat Linea, hardly worked on for production and completed in a time shorter than expected has become Tofaş's employees source of pride. The arrival of the first Fiat Linea down the line on April 15th was enthusiastically celebrated in Tofaş's Bursa factory.



Big celebrations in Fiat Linea's home land

The first one of the organizations for the world launch of Tofaş's pride, Fiat Linea was made in Bursa, where Linea was born. In the wonderful organization attended by all Tofaş employees, Fiat Linea was reflected as pride on the faces and sparkling in the eyes of its creators.



5 stars for safety to Fiat Bravo

Fiat Bravo hitting the roads in February 2007 received 5 stars from Euro NCAP Europe's independent crash test company and thus proved its perfection in safety.



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May

Fiat Linea said “merhaba (hello)” to world from Istanbul

The world launch of Fiat Linea born in Bursa with Fiat and Tofaş cooperation to be distributed to more than 50 countries in 3 continents was made in Istanbul with a wonderful organization lasting five days five nights. In the organization hosting more than 1500 foreign guests Linea said "merhaba" to the whole world from the magnificent atmosphere of Istanbul where east and west meets.



8 thousand guests hosted in 5 days

Fiat Linea world launch was attended totally by 8 thousand people, including 5 thousand Tofaş employees, 1500 Turkish guests and 1500 foreign guests. For the world launch 500 foreign journalists came across 45 countries into Turkey.



The New Fiat Scudo making debut

One of the most preferred models of Fiat in the commercial vehicle segment in Europe, Fiat Scudo has been completely renewed. The press launching of Fiat Scudo blinking the eyes with its brand new design and large internal capacity was made in Italy.



Suada (water island) turned into Linea island

For the Linea gala nights starting over in April 30th, Suada featuring the largest crystal tent of Turkey hosted the gala dinners with the music specially prepared for Linea launching by Mercan Dede famous worldwide with his original works combining old and new, east and west and blending Oriental Sufi music with the temporary music and with the dancing choreography of Beyhan Murphy directing a team of 100 people consisting of State Opera and Ballet artists and Ankara Modern Dance Community.



Test drive was made with 150 Lineas.

Within the framework of world launch of Fiat, domestic and foreign guests hosted in Istanbul made test drives with 150 Fiat Lineas and gave the thumbs up.



Corporate Governance Rating

Our Company had Saha Kurumsal Yönetim ve Kredi Derecelendirme Hizmetleri A.Ş. prepare a Corporate Governance Rating according to the Governance Principles of CMB and by May 28th, 2007 announced the rating note in the Ratings Report as 7.57 (75.72) and succeeded in being listed among the first five companies publishing the said Rating Report within Istanbul Stock Exchange Market. At the same time he has been the first Koç Group's company and the first automotive company realizing this achievement.

June

Koçfest stirred up the teens again this year

KOÇFEST organized for the university youth by Koç Group hosted 400 thousand university students in 13 cities this year. The organization getting started in Sakarya on May 4th, ended up with Şebnem Ferah's concert held in Istanbul Kuruçeşme Arena on June 10th.



Albea, born again with Albea Sole

Now there is another model strengthening Fiat's product range along with Linea in Sedan market: Albea Sole. Albea Sole which is the new face lift of Albea will fortify Fiat brand's existence in C sub and C middle segments.



Lancia winds in 61st anniversary of the Republic of Italy

The 61st anniversary of the Republic of Italy was celebrated with a night organized by the Italian Consulate General. At this night convening many guests from the business, art and fashion world of Istanbul, Lancia which is one of the most attractive brands of Italy with its design and grace received a great admiration with its model Ypsilon.



Lancia Ypsilon for those looking for privilege and prestige

One of the Fiat's brands Lancia which is one of the first brands recalled when privilege and grace are in question is now on Turkish roads with its model Ypsilon.



Italian style in Nişantaşı

The Italian style activity organized this year for the first time to present the Italian style of the Italian Trade Center blew a different wind in Nişantaşı streets.

In the activity Italy's famous car brands Ferrari, Maserati, Alfa Romeo, Fiat and Lancia took place.



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July

The biggest of the commercials Ducato Minibus on Turkey's roads

The minibus version of the New Fiat Ducato which is the representative of Fiat's product range in commercial vehicles and which is one of the most preferred models in Europe is now on Turkish roads.



Another giant Project from Tofaş

Tofaş will produce a new light commercial vehicle for European markets with the project 263. The project will be realized with 370 million Euros investment.



Palio Sole on the roads

Another model enriching Fiat's product range after Albea Sole was launched to the market: Palio Sole.



August

Alfa Spider in Turkey

Alfa Spider which had the "Cabrio of the Year" award of 2006 hit Turkey's road too. Alfa Spider blinking the eyes with its sportyness, comfort and elegant design offered to sale in Alfa Romeo Dealers in June.



The tiny legend born again; Fiat 500 on the roads

Fiat 500 one of the pioneers of the small cars in Europe hit the roads in the 50th year with a brand new face. The first 500 thousand unit of Fiat 500 launched in Torino Italy in 4-6 July, were produced as different from each other.

Alfa Romeo GT of Q2 technology

The Italian legend Alfa Romeo launched in Turkey its Q2 version Alfa Romeo GT model where Torsen locked differential was used for the first time in the world in front drive vehicles. Q2 system increases driving joy and control by equally distributing the front drive into all power junctures.



Lancia Ypsilon wind on the beaches

Lancia Ypsilon model, one of the most attractive Italian car brands, entering into the Turkish market in 2007 meets its target audience this summer in Bodrum Fuga and Kilyos Burç Beach beaches.



September

From Tofaş to the whole world Mini Cargo

Within the framework of the Mini Cargo Project with an investment of Tofaş of 380 million Euros, the production in Bursa plant of the vehicles to be exported got started. The production getting started with a magnificent ceremony and the Turkish automotive sector experienced for the first time the production of vehicles for three international brands.



"Investment to people" certified in Tofaş

Tofaş realized a first practice in the sector and received "Investors in People" (IIP) certificate which is an international human resources standard contributing to the improvement of company performance among employees. Tofaş reinforcing its leadership position in its sector with the practices carried out in the field of human resources obtained the IIP certificate fulfilling all its undertakings at the end of a long period of study. With the IIP certificate which is the sole Standard valid in the world suggesting a radical change and improvement in the field of human resources realized a first practice in its sector. By getting the "Investors in People" Undertaking Certificate which is the sole human resources quality standart of the world Tofaş showed its dedication for the human being and employee.

Exports record from Tofaş

Tofaş announced its first six months' consolidated and financial figures. Accordingly, Tofaş's exports' volume reached the highest export volume of all times in the first half with an increase of 20% as compared to the same period of the last year.



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October

Fiat's new commercial vehicle Fiorino made debut in Milan

The world launching of Fiorino produced in Tofaş's Bursa factory was made in Milan. In the launching realized within the 11th Transpotec Logitec International Commercial Vehicles and Spare Parts Fair, Fiat Fiorino's compact exterior dimensions, economic price and using conditions and its high flexibility in the traffic jams were listed and emphasized.



Record AR-GE expense from Tofaş

Tofaş which is the highest capacity automotive producer of Turkey featured as the company investing most in AR-GE in the Turkish Automotive Industry with AR-GE expenses.



Visual festival in Frankfurt from Fiat Group

Fiat Group created a visual festivity in the 62nd Frankfurt International Motor Show that automobile fans are waiting for with curiosity. Fiat Group incorporating Fiat, Alfa Romeo, Ferrari, Maserati and Lancia brands was well ahead of its competitors with colorful and joyful stands, new models and technologies.



Volkan Işık the first Turkish pilot winning the 1st place Greece Elpa Rally

Along with the chance of championship of the team for the general classification number one ranking won in October in Greece, the Turkish team got the title of being the first in the general classification in the European Rally Championship.

Tofaş shareholders visited the factory

"Tofaş Factory Shareholders Visit" periodically organized by Tofaş was realized on October 19th. In the visit the shareholders had a chance to take a closer look at the production sites of the factory. "Tofaş Factory Shareholders Visit" periodically organized since 1997

allowing Tofaş shareholders and investors take a closer look at the factory and get acquainted with their investment company's production and technology capacity was made in 2007 too. The visit organized for the 6th time this year was attended by 130 shareholders and investors.



November

The new comer of the trade in Turkey the New Fiat Scudo

Fiat Scudo the representative of Fiat product line in commercial vehicles has been completely renewed. The New Fiat Scudo dazzling with its brand new design and large internal capacity and awarded as "the commercial vehicle of the year 2008" in Europe hit the roads in Turkey.



Support from Tofaş to the Automotive Engineering Master Program

The protocol related with the master program in automotive engineering undertaken by Uludağ University, Italian Politecnico di Torino University and Tofaş was signed with the ceremony organized on November 1st.



Fiat wind in Commercial Vehicles Fair

In Istanbul Commercial Vehicles and Sub-Industry Fair organized between November 21st-25th, Tofaş's triplet Mini Cargo Project was introduced in Turkey. In the fair organized in TÜYAP Fair and Congress Center Fiat Fiorino, Citroen Nemo and Peugeot Bipper said "hello" to customers for the first time.



Fiat Motorsports Europe's 2nd

Fiat Motorsports Turkey broke a new ground in 2007 and for the first time in its history of motorsports lasting a long time, took the decision of joining the entire European Rally Championship. Fiat Motorsport Turkey team who took the road with the new car of the team Grande Punto Super 2000 and the experienced pilot Volkan Işık got into a new challenge of 10 races. Fiat Motorsports Turkey team challenging almost 20 rivals along with the championship, got the third place in France Antibes Rally the last race of the season and finished the 2007 European Rally Championship in the second place.

Fiat Motorsports Turkey team achieving such a success in only the first year of its participation into European Rally Championship designated its target as champion of 2008.



EuroCar Body 2007 award goes to Fiat's tiny legend Fiat 500

At the end of the voting made by the leading 600 experts of the world on car body, Fiat 500 obtained the most prestigious European award EuroCarBody 2007.

Rise in the IMKB (Stock Exchange Market) Corporate Governance Index and Rating Note

The Corporate Governance Index which along with the present indexes of IMKB, was constituted to rate the stock exchange market companies' price and revenue performance according to the Principles of Corporate Governance started working as of August 31st, 2007 and our company took place in this index. Along with the significance of the said index in terms of capital markets and the activation of Corporate Governance practices, Tofaş displayed its leadership as it did in various fields.

Also, as of November 28th, 2007, along with the improvements in the corporate governance practices of our company, the current rating note was revised by the rating firm as 7.74 (77.36) and our company became the first who raised the said rating note after that IMKB Corporate Governance Index started working. Thus together with the rating results obtained Tofaş's fair performance within companies subject to the Capital Market Board within the practices of the present Corporate Governance practices and within IMKB has been registered as sustainably improving.

Detailed information related to the issue is in our Corporate Governance Principles and Adoption Report and on our web site.

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December

Fiat Fiorino met with dealers

The new commercial vehicle of Fiat, Fiorino, was presented to dealers in a meeting held in Istanbul one day before the opening of C.V. Istanbul. In the meeting attended by 520 dealers Tofaş's CEO Ali Pandır noted that Fiorino manufactured with an investment of 370 million Euro is the most important turning point of Tofaş's history.



2008 Car of the Year Fiat 500

"Car of The Year" jury made of 58 expert journalists in total from 22 countries of Europe selected Fiat 500 as the car of the year 2008.



World Class Production

At the end of World Class Manufacturing (WCM) controls Tofaş got the highest rate among Fiat's factories.

Tofaş, raised its score of 42 precedently to 53 now in the World Class Manufacturing (WCM) advanced controls made in November. With this score Tofaş upgraded to the bronze level and became a worldwide production plant and achieved the best score obtained until today among Fiat Auto factories.

WCM assess the quality, maintenance, cost management and logistic systems in terms of sustainability. Tofaş leads continuous improvement activities as of 1984 and thanks to these improvements achieved savings of 72 million euros. Thank to WCM activity plans based on this, in the year 2007 the savings figure realized only in production fields reached 8 million Euros and thanks to these studies 3400 improvement projects and more than 36thousand suggestions are coming each year from the employees.

Accountability Rating Turkey 2007

Along with the importance given by Tofaş in 2007 for the Corporate Governance Principles and the practices in the rating process, through sharing these practices with its stakeholders and following the Corporate Social Responsibility Activities, together with Accountability and SU CCR, our company was awarded with Accountability Rating Turkey 2007 achievement award.

