

Social Responsibility Activities



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The Fiat Technical Education Program for “training technical manpower required in the automotive sector” in the context of the, “Vocational High Schools: A Crucial Matter for the Nation” project was initiated by Koç Holding in 2006 and commenced its initial laboratory-based education in 2007. A total of 11 Fiat Laboratories were founded in 2008.



TOFAŞ seeks to increase its contribution to the country with its philosophy that proclaims a desire, “to return to the country what you’ve gained from it; Growing with Turkey”. It pursues this goal through its Corporate Social Responsibility projects focused on the fields of Education, Culture and the Arts and the Environment.

Education

Fiat Laboratories, Vocational High Schools

The Fiat Technical Education Program for “training technical manpower required in the automotive sector” in the context of the “Vocational High Schools: A Crucial Matter for the Nation” project was initiated by Koç Holding in 2006. The initial laboratory-based education commenced in 2007 and a protocol to develop the program was signed in 2008. Accordingly, Fiat Laboratories were opened in 9 provinces, with a total of 11 Fiat Laboratories being founded in 2008, and 346 students nationwide benefiting from the contemporary education provided.

On-the-job training was provided to 120 people consisting of laboratory chiefs and teachers within the Fiat Technical Education Program at the Fiat Education Centre in Bursa. Through this work, superior education opportunities were provided to nearly 1,300 students for 3 years, and a system to train qualified service personnel was established.

A Master’s Program for Automotive Engineering, in Cooperation with Uludağ University and Politecnico di Torino

Tofaş initiated cooperation between Uludağ University and the Polytechnic University in Torino, which is the centre of the automotive industry. Thus, Turkey’s first “Automotive Masters Program” supported by a foreign university was launched at Uludağ University. The protocol signature ceremony of the program was held at Uludağ University on November 1, 2007 and attended by the Rectorate of Torino Polytechnic University. A first for Turkey, the masters program for automotive engineering, supported from abroad, is a pioneering program of great importance for Turkey in strengthening the cooperation mechanisms of the automotive sector and universities.

Tofaş’s Project for Basketball Schools and Basketball Volunteers

Two projects geared at raising the popularity of basketball and training new sports people in the discipline have been brought to fruition by the Tofaş Sports Club. The company led the Project of Basketball Volunteers in cooperation with TEGEV (Foundation for the Development of Technological Education and Training) at TEGEV education parks in 10 provinces. Within the framework of this project Turkey has gained nearly 1,000 certified sports people.

Furthermore, Tofaş Basketball Schools, which reach out to more than 4,000 youngsters in 13 provinces, aim to promote self-confidence among youngsters nationwide by teaching basketball and developing team spirit & self-discipline through the rigors of sport.

Culture and the Arts

The Tofaş Museum of Anatolian Cars

As the first and only automobile museum in Turkey, the “Museum of Anatolian cars” was founded by Tofaş in 2002 on a deserted area of 17,000 m2 allocated by the Metropolitan Municipality near the plot where the historical Umurbey Turkish Bath is located within the borders of the Yıldırım district of Bursa. Its objective is to safeguard the legacy of the Turkish Automotive industry. More than 200 thousand people have visited this museum since it opened its doors.

The museum showcases the story of a simple wooden wheel that first rotated thousands of years ago Anatolian land in Asia on and its radical and dynamic evolution down the ages to today’s contemporary Turkish Automotive Industry.

On February 2008, the Umurbey Turkish bath and Turkish House, which were opened after the completion of restoration works, entered service as an exhibition area within the museum. The historical Turkish bath and foyer hosted the “Piemonte Tornio Design” Exhibition of Industrial Design Objects on February-March 2008, as well as the “Vehbi Koç and Tofaş” exhibition between July and September of 2008.

The book “The Turkish Automotive Industry and Tofaş in the Footsteps of Anatolian Design” (Anadolu Tasarım



Mirasın Ayak izlerinde Türk Otomotiv Sanayii ve Tofaş) based on the exhaustive research of Prof. Dr. Onder Küçükerman, is aimed at those fascinated by the automotive industry. This valuable work, for which the English version of the 3rd, 4th and final editions was prepared in 2008 to coincide with Tofaş's 40th anniversary, describes its efforts towards becoming a global player, and the contributions it has made to the Turkish Automotive Industry through the comprehensive cooperation partnerships put into place since its establishment.

Sponsorship Of The Pamukkale Hierapolis Excavations

As a sponsor since the 90s of excavation works at Hierapolis, one of the 5 major antique city sites in Turkey, Tofaş actively supports the re-emergence of yet another milestone in the history of Anatolian civilization.

The city consists of the Apollon holy site, amphitheatre, Frontinus Gate (main entry to the city), Frontinus Street, Nekropolis cemetery, a Turkish bath (since converted to a museum), agora, latrina, and triton nymphaeum, as well as houses and a road for celebratory processions. Current works are preparing the theatre to stage concerts hosting up to 6,000 people.

The national research centre (IBAM), as well as technicians, students and 80



lecturers at 8 universities from Italy and 4 from Turkey (Ege, Istanbul, Ankara Universities and Istanbul Technical University) participate in the works of MAIER, the Italian archaeological committee each year.

Environment

Our corporation and employees, having adopted an awareness of environmental concerns as a part of daily life initiate new environmental projects with each passing day.

Environmentally-Conscious FIAT

Taking environmental sensitivity into account, Fiat produces engines of low volume, but high performance, which year by year results in reduced CO2 emissions. Displaying a significant performance in this field by ranking first among the top-10 best selling brands, Fiat boasts a further strength: work related to vehicles operating on alternative fuel and technologies has come to prominence.

Popular for its 1.3 Multijet and 1.4 Turbo engine technologies, Fiat became a brand whose product range boasted the lowest CO2 emission in 2008, as was the case in 2007, as a result of systematic research conducted by JATO. Consequently, the company initiated another innovation for the sector through its ECO-DRIVE project by developing the advanced technology that enables every individual to opt for environmentally friendly driving.

Eco Factory TOFAŞ

TOFAŞ aims to develop and implement a proactive environmental management system in its operations in line with its sustainable development principle. It pursues environmentally sensitive working practices with respect to its products, production processes and other applications. Our factory is the symbol of our environmental consciousness and our principle of using energy sources efficiently.

-50,000 m³ of water was saved per year through the recycling of wastewater for garden irrigation as of 2002.

-Waste cartons, wood and nylon are reduced by reusable package-cartridge applications, and thus the felling of nearly 70,000 trees per year is prevented.

-The Tofaş Water-Based Paint Plant, for which we made an investment in 2006, enables us to attain an environmentally friendly paint process by substantially reducing the solvent consumption used in paint.

-Nearly 850 tonnes of plastic are re-used per year through plastic waste recycling initiatives begun in 2006.

-As a result of the activities organized with the participation of our employees each year since 1995, 45,000 seedlings had been planted over a 12-year period as of the end of 2007.

-In a proud step towards ensuring Turkey breathes healthily, an additional 35 thousand seedlings were planted with the participation of our dealers, suppliers and employees within the scope of the "Koç Holding – Days for my Country" initiative in 2008.

-Process improvement was realized by replacing paraffin, previously applied to protect imported vehicles from external damage, with the application of protective film.

-The programmable robotized system (Vario Shuttle) was introduced at New Bonder Cataphoresis plants to reduce the volumes of process tanks by a rate of 25%; accordingly, through the reduction of water consumption, a 12% heating gain was ensured by lower tank volume.

-For paint production; passivation and phosphorylation bath water is subjected to advanced purification; thus, both demineralised and bath chemicals are recycled.

-Nearly 7,088,793 kWh of energy was saved through numerous energy efficiency projects realized in 2008, and 5% of efficiency was ensured on the total energy amount. This amounts to the energy requirement of 3,000 houses per year.

-Some of the significant improvements made are as follows: Insulation for building facades, wastewater recycling, insulation in heating lines, the application of frequency converters in electric motors, and increased usage of solar energy.

-Awareness training on the efficient usage of environmental and energy sources is provided for employees and the organizations we cooperate with.