



ACTIVITIES IN 2003

The Launch of Fiat Stilo

The first launch in 2003 was the Fiat Stilo launch from the middle of April to the beginning of June.



Vehicle exhibitions were made in Istanbul, Ankara, İzmir, Bursa and Adana in shopping centers suitable to positioning Fiat Stilo during the launch campaign. Our exhibitions started simultaneously with the launch campaign were at the center of attraction. Moreover, the Fiat Stilo exhibitions made in our stands in Atatürk Airport domestic and international lines helped us introduce our product by reaching to an elite audience.



The Launch of Fiat Punto

Our dealers were informed on the activities and possibilities until the end of 2003 in the dealership meeting held on September 18th, 2003 at Maslak Venue with the slogan of **"2003, Not Over Yet!"** In the meeting, dealers were provided with a presentation on **Fiat Punto**.



The Launch of New Alfa 156

The presentation of the **New Alfa 156** was given in the dealership meeting held on September 19th, 2003 at Rahmi Koç Museum with the participation of all our Alfa Romeo dealers.





Alfa Romeo Fleet Reception

The new Alfa 156 was introduced to a large number of fleet customers in the reception held on September 19th, 2003 in Rahmi Koç museum addressing prospect fleet customers of Alfa Romeo.



Our product was at the center of attraction of the 320 elite guests of the reception.



The Launch of Multijet



After the commissioning of Fiat's 2nd generation of diesel engine technology simultaneously with Italy in September, the diesel economy provided by 1.3 Multijet 16V 70 hp is started to be used in Fiat Punto, Fiat Albea and Fiat Palio models. The new wonder of technology ensures substantial fuel savings with the quieter, non-vibrating, impulsive and satisfactory drive. The launch of Multijet engine started in September was supported with an intensive TV and newspaper advertisement campaign.



The Launch of Fiat Palio Van

The demand for commercial vehicles in 1A segment in the light vehicle market during the last months of 2002 was responded with Fiat Palio Van launched in June 2003, which has become the most popular vehicle in its segment until the end of year.





Fiat Doblo

As a result of the commencement of Excise Tax difference payment application upon converting commercial vehicles in 1B segment into passenger cars as of August 1st, 2003, the customer demands on Fiat Doblo Cargo version were routed to Fiat Doblo Cargo and Combi vehicles with the commissioning of these vehicles in September, and both Cargo and Combi versions of Fiat Doblo closed the year as the most popular models in their segments. On the other hand, the VIP version, which was launched as an after-sales solution, has become popular among the customers and held a share of 7% of the entire Fiat Doblo sales as of 2003.



Showroom Traffic Activities Media Support

Fiat Summer Festival

An intensive newspaper and radio advertisement campaign was promoted in the event held in our dealers between June 4th and July 31st. Furthermore, our advertisements were placed on billboards in important tourism centers in Aegean and Mediterranean regions as well as Istanbul, Ankara and İzmir. Everyone enjoyed a test drive with Fiat models in the course of campaign had the chance to win special presents and a Fiat Palio Sporting.



Fiat Days of Luck

National and local TV stations, newspapers and radio stations were intensively used in the “**Days of Luck**” campaign held in our dealers during December in order to achieve the end of year sales targets. The campaign held in our dealers between 7th and 31st of December, everyone enjoyed a test drive with Fiat models had the chance to win special presents and a Fiat Stilo. Our customers, who have visited our dealers with their children on the 13th and 14th December within then scope of this campaign, enjoyed their weekend with clowns and other entertainments.





Local Marketing Activities

Local Fairs: Our Company participated in major local fairs for the nationwide introduction of our brands.



Ankara Autoshow October 2003

Local Exhibitions: Our regional exhibition activities helped us establish close relationships between our people and our products.



Roadshows: The roadshows conducted for Fiat Stilo and Fiat Punto ensured introduction of these two models in almost all corners of our country.



TV Show Sponsorships

Sinyal and Performans

The TV show "Sinyal" sponsored by Fiat was on air in Show TV channel between 12:30-13:30 hours on every Sunday. Offering constructive solutions to one of the major problems in Turkey, traffic, the TV show "**Sinyal**" introduced the traffic rules to the audience in an entertaining manner.



Being an indication of our support in motor sports, the TV show "**Performans**" was on air in NTV channel between 16:00-16:45 hours on every Saturday creating a public opinion on the motor sports.



Autoshow 2003



We participated in this fair with two brands and entities on the same stand for the first time with the aim to be different from others, make a positive contribution to our image, introduce our new models to our visitors in the best manner, gain appreciation and offer a good image in the media news.



A total of 250000 visitors visited the fair. Our stand, which was setup in this manner for the first time in Turkey, was appreciated by the visitors and offered a good image in the media news.



Double Happiness in Tofaş

32nd anniversary of commissioning of Tofaş Plant and the manufacturing of 200 thousandth "Fiat Doblo" celebrated in a ceremony with the participation of managers and employees.



2 millionth vehicle

Fiat Palio Go, the 2 millionth vehicle of Tofaş left the production line in a magnificent organization held on July 26th, 2003 with the participation of our Prime Minister Recep Tayyip Erdoğan.





Tofaş Tv

Started broadcasting in 2002 as Turkey's first corporate TV channel in order to enhance communication within the Tofaş dealer network and share the tactical and strategic decisions with the entire organization directly and simultaneously, Tofaş TV celebrated the first birthday on April.

TOFAŞ tv

Tofaş Newspaper

Launched as a monthly periodical in 2002 in order to enhance internal communications and inform the employees on all the company related developments, information and plans, Tofaş Gazete continued its activities successfully.



Bursa Tofaş Anatolian Carriages Museum

Bursa Anatolian Carriages Museum set up by Tofaş in 2002 with the aim of embracing Anatolia's carriage craft of thousands of years and presenting it to the future generations is a first in Turkey.



30 Years in Turkish Sport

Founded in 1974, Tofaş Sports Club preserves its position in the world of sports with the maturity of 30 years. During this 30 years period, the club served our country in various disciplines from athletics to wrestling, from volleyball to basketball. Afterwards, basketball was chosen as the pilot sports where the club won two Second League Championships, two First League Championships, three Turkish Cup Championships, one Presidential Cup Championship and a total of ten Turkish Championships in various junior categories.

Pioneers and innovative once again with the investments to develop basketball.

With the "Tofaşball" basketball festivals, Tofaş aims to impose sharing, teamwork, friendship, discipline, etc. fundamentals of sports culture to the youngsters. "Basketball Volunteers Project", a part of "Tofaşball" project organized in cooperation with "Turkish Education Volunteers' Foundation" is on progress nationwide. Moreover, we are cooperating with Istanbul based "Koç Allianz Insurance Company" within the scope of "Tofaş Basketball Schools" project to implement basketball schools in various provinces nationwide. These projects helped thousands of youngsters find the opportunity to meet basketball and sports.





Champion of Champions

Tofaş gives special importance to motor sports just like other leading automotive companies in the world.

First appeared in motor sports scene in 1970s, Tofaş brought a new excitement to the racetracks with the Uno Cup since 1993. This adventure continued with Tipo Cup and Palio Cup.

Fiat Palio Super 1600 that appeared on the racetracks in 2003 season as the first car manufactured in Turkey capable of racing on the international arenas won the Turkish Rally Championship in the very first season. Power and performance of Fiat Palio Super 1600 helped Fiat Abarth Motorsports team winning the Turkish Manufactures' Championship for the third time in a row.

- Turkish Manufactures' Championship
- Turkish Rally Championship
- Turkish Rally Co-pilot Championship
- Turkish Rally Super 1600 Championship
- Turkish Rally Super 1600 Co-pilot Championship
- Turkish Women Rally Championship
- Turkish Women Rally Co-pilot Championship
- Turkish Climbing Category 1 Championship
- Turkish Track Group F3 Championship
- Winner of Turkish Class N2 Championship



FIAT



motor sports

