

## Activities in 2008

### January

#### The protocol for “FIAT Technical Education Program” was signed.

Within the scope of the, “Vocational High Schools: A Crucial Matter for the Nation” project initiated by Koç Holding in 2006, a protocol, related to the realization of the FIAT Technical Education Program developed by Tofaş and the Ministry of National Education in order to train qualified manpower for the automotive sector, was signed. Hüseyin Çelik, the Minister of National Education, Mustafa V. Koç, the Chairman of the Board of Directors of Tofaş and Koç Holding, Ali Pandır, the CEO of Tofaş and Turhan Çeltikoğlu, Tofaş’s After-Sales and Spare Parts Director attended the related ceremony held at the Tofaş Head Office.



#### Tofaş exported 150 thousand vehicles in 2007

During an event organized to celebrate the 20th anniversary of the Uludağ Exporters’ Union, Tofaş, one of the five companies of highest export volume, was awarded. Kürşad Tüzmen, the Minister of State and Oğuz Satıcı, the President of Turkish Exporters’ Assembly (TİM) visited Bursa upon the invitation of the Uludağ Exporters’ Union and visited Tofaş plants.

#### Fiat Doblo is the champion again

Produced in Bursa and exported globally, the Fiat Doblo became the best-selling model of its class in 2007. Having sold 6 thousand 738 units in December, the Fiat Doblo continued its leadership position of the past seven years as the best selling model of its class in 2007, thanks to its sales volume of 34 thousand 68 units and market share of 14.4%.



### February

#### The Extraordinary New Fiat Bravo arrives on the roads of Turkey

The Fiat Bravo, Fiat’s new hatchback automobile arrived in Turkey amid a series of activities in the last week of February. Attracting attention with its sporty design and extraordinary features, the New Fiat Bravo aims to repeat in Turkey the success it enjoys in Europe.



#### Fiat’s After-Sales Executives Meeting held in Antalya.

Fiat’s Service and Spare Parts Managers met at the 2008 After-Sales Executives Meeting held at the Antalya film studios. During the meeting, also attended by Tofaş CEO Ali Pandır, an assessment of the current situation of after-sales servicing which has gained considerable importance, i.e. service and spare parts, was made; successful service managers and technicians of the year were awarded.

#### “Autobest” (The Best Automobile):

The Fiat Linea earns its just rewards The Fiat Linea voted “Autobest” (The Best Automobile) by an “Autobest 2008” jury comprising leading automotive editors of Europe is produced in Bursa and exported to three continents. It collected its award at a magnificent ceremony held at Istanbul’s Conrad Hotel on February 20.



#### Design world concentrated on Bursa

As Turkey’s first & only car museum, inauguration of the historical Umurbey Turkish Bath renovated at the site of the “Tofaş Museum of Anatolian Cars” was realized with the staging of the “Piemonte Torino Design” exhibition. In the exhibition, the designs and position in the Italian design community of Piemonte, where Fiat, the leading Italian brand in the automotive industry for more than 100 years was born, were exhibited.

#### The Ferrari 430 Scuderia, Ferrari’s brand-new model on Turkey’s roads

The world premier of the Ferrari 430 Scuderia, Ferrari’s brand-new model was at the 2007 Frankfurt International Automobile Exhibition. Its launch in Turkey was staged at the FerMas Showroom with the participation of Ali Pandır, Tofaş’s CEO, Massimo Gallotta, the European Regional Manager of Ferrari and Orhan Ulgür, the General Manager of FerMas on February 20.



## March

### Loan of 450 million Euros for Tofaş

Tofaş signed a loan agreement to the amount of 450 million Euros with a maturity of 10 years, two years of which are of non-recourse type for use in the financing of investment costs related to the development and production of 263 projects. Sergio Marchionne, Fiat's Group CEO and Mustafa V. Koç, the Chairman of Tofaş Board of Directors and Koç Holding attended the signature ceremony realized at the 78th International Automobile Exhibition in Geneva this year. Senior executives of Koç Holding, Fiat and Tofaş, as well as representatives of financial credit companies attended the ceremony.



### A Night to Acknowledge the Sponsors

At the event held for Team sponsors of Fiat Motorsports Turkey on March 21, and during speeches given by Ali Pandır, Tofaş's CEO, Banu Kalay Erton, Corporate Communication Director and Koray Kafkas, Team Director of Fiat Motorsports Turkey, sponsors were acknowledged for their support of the team, with a plaque presented to each individually.

### Snowboard excitement experienced with Fiat in Uludağ.

Organized for the first time in 2008 by Fiat and the Turkish Ski Federation, the Fiat Freestyle Snowboard Championship was held in the region known as the Italian SnowPark in Uludağ on Saturday, March 15 with the participation of 22 competitors.



### The financial results of 2007 are shared with investors.

At the Analysts Meeting organized to inform Tofaş investors in Bursa at the end of March, economic data on the company for 2007 was evaluated. A performance summary, the export performance, domestic market and foreign sales of the previous year, as well as the market forecast and market share objectives for 2008, and general financial outcomes were shared with participants.

### 270 Doblo Gendarmerie Vehicles on the roads of Azerbaijan

Tofaş sold a total of 650 vehicles in Azerbaijan in 2007 as a result of the efforts of Fiat Dealer Avto Universal and the Fiat Foreign Trade department operating in Azerbaijan. Tofaş continued its sales in the Azerbaijani market unabated this year as well. Within this context, 270 New Doblo Combi 1.4 Bz. Active Gendarmerie Vehicles with superstructure have been delivered to the Azerbaijani State Traffic Police in recent days.



## Activities in 2008

### April

#### Quality Prizes for Subsidiary companies awarded to the winners

The Traditional Quality Prizes of the Subsidiary Industry, which are granted by Tofaş to promote its philosophy of "Moving Further Together", were presented to the winners. The Award Management Committee, comprising senior Tofaş executives, including Ali Pandır, Tofaş's CEO, and Massimo Risi, the Industrial Group Director, deemed a total of 10 subsidiary companies worthy of the award.

#### Legendary model, to be produced with a production run of 500, goes on sale Alfa Romeo 8C Spider takes the stage

Alfa Romeo's 8C Spider, introduced for the first time to automobile lovers at the Geneva Exhibition, also went on sale in Turkey. The 8C Spider, numbering just 500 units worldwide, has already become a legend in combining Alfa Romeo's elegance, technology, design, and sporting spirit.



#### "Gold Plaque" from ITO (Istanbul Chamber of Trade) goes to Tofaş's exports

Breaking its own record and reaching a production volume of 213 thousand units through investments made in 2007, Tofaş's export income was awarded a "Gold Plaque" by the Istanbul Chamber of Trade. Tofaş's export volume registered an increase of 94 percent year-on-year. The Company's consolidated and financial results for the first three months of 2008 were also announced. Accordingly, export volume rose 94 percent over the same period of last year, registering a significant increase in the first quarter of the year compared to 2007.



## May

### Prince Philip, the Duke of Edinburgh visited Tofaş's factory.

Prince Philip, the Duke of Edinburgh and husband of Queen Elizabeth II of England, and who accompanied her during her trip to Turkey in May, visited Tofaş's factory in Bursa during this trip. Prince Philip toured the production lines of the Fiat Linea, Fiat Doblo and Fiat Fiorino models, which are entirely the work of Turkish engineers, and produced at Tofaş's factory in Bursa for global export. He stated that he was impressed by the high production quality, the respect shown to the consumer by Tofaş and contributions made to the development of employee workflows.



### Fiat Fiorino of Bursa was elected the most profitable business partner in England.

Fleet World the leading fleet industry magazine in England, and carefully followed, especially by the purchasing departments of corporations, tracks the operating costs as well as purchasing cost of a vehicle and acts as a profitability guide for these companies. The magazine voted the Fiat Fiorino the "Best New Commercial Vehicle of the Year".



### Scuderia Ferrari Team meets Ferrari lovers.

Kimi Raikkonen and Felipe Massa, the pilots of the Scuderia Ferrari Team, which is the ranking leader of both teams and pilots in the Formula 1 Championship, met Ferrari lovers in Turkey at the evening event, "Emozioni Ferrari İstanbul 2008" just ahead of the 2008 Petrol Ofisi Turkish GrandPrix, which is the fifth race of the season. At this gathering, the world launch of the international website established for the new model that Ferrari has added to its product range was realized.



### The new models of Ferrari and Maserati were breathtaking at Istanbul Park.

Fer Mas introduced the brand-new models of Maserati and Ferrari to current and potential customers during the "Track Day" event organized at the Istanbul Park race track. Nearly 100 people participated on May 24, with around 50 people taking test drives.

### KOÇFEST embraces thousands of youngsters this year too.

KOÇFEST, initiated by the Koç Group in 2006 with the aim of contributing to the development of youngsters and to bringing them closer to Group companies, visited 14 provinces in 2008. Reaching nearly 1.5 million youngsters over a three-year period, KOÇFEST commenced at Mersin University on May 2, 2008. And subsequently visited 14 provinces, the event ended at Istanbul Parkorman on June 1, having covered a distance of 8 thousand kilometres in total.



## Activities in 2008

### June

#### Lancia to reinforce its strength in Turkey with the Delta.

The Lancia Delta, which met guests during a special night organized by the Italian Consulate General in Istanbul and Italian Embassy in Ankara due to the 62nd anniversary of the Republic of Italy, will set off for Turkey in September. Massimo Rustico, the Consul General of Italy, Ali Pandir, Tofaş's CEO, Olivier Francois, Lancia's CEO and Arzu Çolakoğlu, the Director of Alfa Romeo-Lancia Turkey attended the event. On the night, numerous influential figures from the worlds of business, the arts and fashion in Istanbul and 2 thousand 500 guests came together.



#### Entertainment aplenty at the FIATBALL Basketball Festival

The FIATBALL Basketball Festival, organized as the TOFAŞBALL Basketball Festival from 2000 to 2006, has provided 700 youngsters with the opportunity to become certified sports people, and to compete at local league level through its club activities pursued to date. This festival was realized at Armutalan, Marmaris on June 25-30, 2008. 170 students aged between 13-15 participated in the festival, which has become the most regular basketball event of high level participation, and which was held for the seventh time in 2008.



#### A new member of the Fiat Fiorino family: The Fiat Fiorino Combi

The Fiat Fiorino was designed for people seeking a compact van that is flexible in traffic and easy to park, with its new, urban vehicle identity, and economic oil consumption and running costs. The Fiat Fiorino Combi, which reached Fiat showrooms on June 14, was added to the Fiat Fiorino family that had until then featured the Cargo and Combimix versions.

#### Great success for the Fiat After-Sales Team at the Istanbul Dragon Boat Festival

The Dragon Boat Festival first took place in 2008 in the Feshane Dock area with the cooperation of the Istanbul Municipality, the Turkish Canoe Federation and the HSB Sports Organization. The Fiat After-Sales Team participated in the festival, displaying a keen competitive spirit. The team went on to register success by being ranked seventh among 46 participating corporate teams.



## July

### Pride in Tofaş's 40th Year

Tofaş's 40th anniversary was celebrated with a ceremony held at the Tofaş Bursa, Museum of Anatolian Cars on July 15, attended by numerous guests including Zafer Çağlayan, the Minister of Industry and Trade, Mustafa V. Koç, the Chairman of Koç Holding and Tofaş's Board of Directors, and Ali Pandır, Tofaş's CEO. A book named "The Turkish Automotive Industry Through the Traces of Design Heritage of Anatolia and 40 Years of Tofaş" (Anadolu Tasarım Mirasının Ayak İzlerinde Türk Otomotiv Sanayi ve 40. Yılında Tofaş) was presented to those attending the ceremony. The 40th anniversary ceremony of Tofaş, established on the vision of Vehbi Koç, the founder of Koç Group, saw inauguration of the "Vehbi Koç and Tofaş Exhibition" and historical Umur Bey Turkish Bath, the restoration of which was completed by Tofaş at the beginning of 2008, and which is located within the grounds of the museum.



### Doblo Carioca introduced on the Fiat Commercial Vehicles Roadshow.

The Fiat Doblo Carioca, which provides more elegance and features at a reasonable price, is the new commercial star. The Fiat Doblo Carioca introduced to Turkey on the Fiat Commercial Vehicles Roadshow covering 33 provinces between May 12 and July 24, was met with considerable and universal interest.



### Turkey's first virtual automobile launch is realized with Lancia Ypsilon Sport MomoDesign.

Turkey's first real-time virtual automobile launch was realized for Lancia's new model, the Ypsilon Sport MomoDesign, the Italian dream. Attended by Lancia officials and the media, the launch was realized with Weblin software, which provided a multiple-communication opportunity via virtual avatars over the Internet.



## August

### The Fiat Commercial Vehicles convoy covers a distance of 166 thousand km.

The Fiat Commercial Vehicles Roadshow covering 33 provinces ended. The Carioca version of the Fiat Doblo, which is to see a limited production run, was also introduced during the nationwide tour. Nearly 6 thousand 500 customers took the opportunity to test drive the commercial stars.



### Grande Punto FL is launched

The Fiat Grande Punto was introduced in the 2009 model year, with even more challenging innovations reflected in its novel external and internal design, its new Fun version and numerous customized options. It received the thumbs-up from Turkish automobile lovers for its sporty design and wide engine range.



### Second Year of the "World Class Manufacturing" System at Tofaş

The second year of the "World Class Manufacturing" system, introduced at all Fiat production centres worldwide, was implemented successfully at Tofaş. Tofaş raised its scores to 58 with improvement works done last year, and maintained its status as the highest scoring Fiat plant worldwide.



## Activities in 2008

### September

#### Fiat Fiorino of Bursa picks up the “Oscar” for Commercial Vehicles.

The title of best commercial vehicle of the year is determined by the “Van of the Year” jury, comprising 20 European specialist journalists, and is the most prestigious award in the commercial vehicle industry. The announcement was made at the 62nd Commercial Vehicles and Subsidiary Industry Exhibition of Hanover on September 24. According to the 2009 contest results, the Fiat Fiorino garnered the award of “Commercial Vehicle of 2009”. Fiat Auto thus won the title for the third time with the Fiat Fiorino, produced at the Tofaş plant in Bursa.



#### Fiat Motorsports Turkey wins Bursa Rally.

The Yeşil Bursa Rally, which is the fifth race of the Arkas Otomotiv Turkish Rally Championship, was held on September 6-7. Fatih Kara and Bilge Ayan, who started with the Fiat Punto Super 1600 representing the Fiat Motorsports Turkey team, showed great superiority over the competition, completing the 577.2 km race in first place in the general classification, thereby marking a true accomplishment.

#### The New Lancia Delta reaches Turkey

The new generation Lancia Delta was introduced with a test drive and press conference organized in Istanbul on September 9. Having officially gone on sale, with a test drive taken by press members, the Lancia Delta is exported with four different engine options, two of which are turbo diesel, and with power varying between 120 HP and 190 HP.



## October

### Istanbul Autoshow realized on October 9-19.

The Istanbul Autoshow, the most significant showcase for the Turkish automotive industry, this year once again hosted tens of thousands of visitors, staging a splendid opening. As the favourite of the exhibition with its Fiat, Alfa Romeo Lancia, Ferrari and Maserati brands, its enriched product range and brand-new models, the Tofaş stand became one of the most popular, and at which the most time was spent by visitors over the show's 10 day duration.

### The legendary model Fiat 500 destined for great popularity.

The legendary model 500 of Fiat, which is among the leading automobile manufacturers in Europe, went on sale in Turkey at the 2008 Istanbul Autoshow Exhibition. Voted "Automobile of 2008" by the "Car of the Year" jury, the Fiat 500 was initially introduced to the dealerships with two gasoline engines.

### Alfa Romeo MiTo greets Turkey.

The Alfa MiTo was introduced at the 2008 Istanbul Autoshow, confirming the good news that Italian automobile manufacturer Alfa Romeo had entered the luxury small class segment. Alfa's new model, named after "Mito" meaning "legend" in Italian, attracted the attention of visitors with its iconic external design developed with inspiration from the 8C model, its sporty interior and dynamic driving features.



### Fiat Motorsports Turkey ranked 3rd in Europe

The Fiat Motorsports Turkey team, which completed the final race of the season at the 2008 European Rally Championship (ERC), made us proud by ranking third in the championship. Team drivers Volkan Işık and Kaan Özgenler, who competed in the championship in the Fiat Grande Punto Super 2000 ended the season among the top-three for the year as well as the previous one.

### Ferrari California introduced

The international launch of Italian luxury sports automobile manufacturer Ferrari's California model with folding metal roof was realized at the Paris Autoshow exhibition. Thereafter, the second international exhibition promotion was realized at the 2008 Istanbul Autoshow Exhibition on October 14, 2008. The Ferrari California was exhibited equipped with its ultra high performance Pirelli P Zero Rosso tires to Ferrari's exacting standards. Within the scope of its promotion, Massimo Gallotta, the Ferrari European Region Director also visited Istanbul.



### Target reached: A total of 11 Fiat Laboratories opened for education.

The representative inauguration of 10 new Fiat Educational Laboratories, founded by Tofaş within the scope of the "Vocational High Schools: A Crucial Matter for the Nation" project was held in Ankara in October. The inauguration ceremony of Fiat Educational Laboratories was held at Ankara Güvercinlik Industry Vocational High School with the attendance of Hüseyin Çelik, the Minister of National Education, Mustafa V. Koç, the Chairman of Board of Directors of Koç Holding, Ali Pandir, Tofaş's CEO and Turhan Çeltikçioğlu, Tofaş's After-Sales Director. Simultaneously, one new laboratory each was brought into use in Bursa, Adana, Izmir, Antalya, Samsun, Kocaeli and Diyarbakır, in addition to two new laboratories in Istanbul.



## Activities in 2008

### November

#### European journalists visit Tofaş.

The European Commission organized visits to EU candidate countries to better inform press members on the European Union's Expansion Policy, and to better familiarize those countries preparing for full membership among EU citizens. Within the context of these visits, a group of 10 European journalists visited Bursa in November, at which time they toured the Tofaş plant.



#### Record R&D Expense from Tofaş

Tofaş restructured its R&D department aiming to "become the centre to develop the most competitive and self-sufficient passenger and commercial vehicles of Fiat by 2010". The Tofaş R&D Centre continues in its objective to reach sufficient capacity to be able to develop a new vehicle every two years. As the second development centre in Europe and third globally, the Tofaş R&D Centre made an R&D investment of 293 million TRY in 2008 by recruiting more than

350 employees, and accordingly became the largest R&D centre in the Turkish Automotive Sector. Tofaş R&D, which brought the share of annual R&D expenses in net company turnover to a level of 5%, has exceeded global standards of R&D investment values.

#### The rating score of Tofaş Corporate Management is revised for the second time, rising to 8.16.

Tofaş has managed to be the first company to increase its corporate management rating score since the Corporate Management Index, established within the ISE, came into operation. Furthermore, as a result of initiatives conducted in line with CMB Corporate Governance Principles in 2008, the company became the first whose rating score was increased to 8.16 (81.59) by Saha Kurumsal Yönetim ve Kredi Derecelendirme A.Ş. through revision for the second time within the said Index.

As a result of the regulations of capital market and the works conducted in line with CMB Corporate Management Principles and performed in corporate management, Tofaş became the first company to increase the rating score of corporate management to 8.16 (81.59) through revision for the second time within ISE Corporate Management Index.

### December

#### New Website with Interactive Content from Tofaş!

The Tofaş website was completely overhauled and brought online on December 4, 2008. The new website at [www.TOFAŞ.com.tr](http://www.TOFAŞ.com.tr) attracts attention with its user-friendly menus, as well as its simple and modern design. The site provides access to enriched content concerning many issues ranging from Tofaş's production and R&D to social responsibility projects and the activities of all brands and participations represented within the Company. Moreover, in the interactive history section where Tofaş's history is described, both more familiar and less known and interesting aspects of the 40 year history are presented

#### The Diesel Lancia Delta comes to Turkey

Coming into prominence as the brand-new and alternative representative of the luxury compact class, Lancia's Delta model version with 6-speed Selectronic automatic transmission that can be controlled from the steering wheel, and fitted with a 1.6 litre diesel engine with 120HP, went on sale in December.



#### The Luxury Version of the Fiat Doblo: The Doblo VIP

Once again realized as a Tofaş project, the luxury version of the Fiat Doblo, produced at Tofaş's Bursa plant, went on sale. The Fiat Doblo VIP is combined with the 1.3 litres 75 HP and 1.9 litres 105 HP Multijet engines, which offer low fuel consumption and high performance combined.



#### The Fiat Fiorino manufactured at the Bursa plant also voted Commercial Vehicle of the Year in England!

Manufactured at the Bursa plant of Tofaş, which celebrated its 40th anniversary in 2008, and exported to 75 countries, the Fiat Fiorino garnered the title of "Best Commercial Vehicle of 2008" in England, at an event organized by "What Van?" one of the world's leading commercial vehicle magazines.