



## Press Release

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### TEMSA's NEW MIDI COACH: TEMSA MD 9 – It's big on the inside!

Reflecting TEMSA's intention to serve its customers' needs by offering continuous value, the TEMSA MD 9 displays the features and design characteristics to become the trendsetter in the EU markets. **Stainless steel body, up to 40 seats (including assistant seat), independent front suspension, automatic transmission, rear engine and flat floor** are the main features demonstrating its ability to respond to current market requirements.

There is a clear increasing demand for smaller, flexible, lighter and more fuel-efficient vehicles that still offer the comfort and seating of a coach. The TEMSA MD 9 is a direct response to this trend. The TEMSA MD 9 is a compact bus catering Touring and Intercity usage, reflecting the flexibility demanded. Its modern and dynamic design embodies TEMSA's promise of **Value in Motion**. Strong angular and masculine lines and lean surfaces reminding TEMSA's heritage harmonically combined with elliptical recesses and rounded elements result in a distinctive look that will characterize TEMSA for years.

*"The TEMSA MD 9 offers a combination of key benefits for operators looking for a transportation solution around 39 seats. The wide spread of interior configurations and intrinsic elements such as a large fuel tank capacity (280 l) and a generous luggage space (5 cubic meter) enable the TEMSA MD 9 to play a key role in tourism services featuring short and medium distances." Says **Wim Vanhool**, Executive Board Member at Temsa Europe, "It is designed as a small coach with engine in the rear and we made sure it is very easy to maintain through the use for instance of easy removable parts and increased accessibility of engine parts, liquid fillings and electrical panel."*

The TEMSA MD 9 is destined for the "Midi" segment: length between 8 & 10m and/or passenger capacity between 29 & 40 seats. The segment in Europe is estimated to be over 1.000 units per year.

"MD" stands for "Midi-Deck", indicating its positioning for customers.

"9" stands for "9 meters", indicating the capacity for customers.

The TEMSA MD 9 constitutes a real exception in its category and has a lot to offer. Hence the slogan **"It's big on the inside!"**

For more detailed information on the TEMSA MD 9, please visit [www.temsa.com](http://www.temsa.com) or view the attached product presentation, product brochure and product specification sheet.

## TEMSA product design evolution – towards a “family look”

Following the reveal of its new brand identity in October 2009 at Busworld Kortrijk, TEMSA has started to bring a clear consistency in its product design for the benefit of their long term value and brand recognition in the market. Hence, TEMSA's best sellers TEMSA SAFARI HD and TEMSA SAFARI RD have followed the footsteps of the TEMSA TOURMALIN and TOURMALIN IC and have been re-touched in order to signify their integration in the evolving pursuit of ever better value. The exterior design shows now a clear belonging to one single family of products servicing our customer needs.

Faithful to its promise, there is more in this design evolution than appears merely on first sight. For starters the extensive use of LED technology increases the passive safety and reduces the energy consumption. Day time Running Lamps are integrated in the front bumper to increase the long distance visibility and thus reduce the reaction time of other road users.

Dashboards have been re-designed using polyurethane (exclusively on Tourmalin & Tourmalin IC) for increased durability. A lot of attention has been given to the location of various dashboard controls and their access for the driver. Again, the main focus has been on perceived quality through the use of distinctive material and on ergonomics through rigorous studies and simulations for optimal locations of the emergency button for instance.

*“We’ve taken the opportunity in this design evolution to re-visit a number of items on our vehicles in order not only to offer more pleasure to the eye of our customers but also increased satisfaction in their daily experience of the TEMSA products, such as the opening angle of our engine lids.”* Says **Timucin Bayraktar**, General Manager at Temsa R&D Company.

Pursuing its commitment towards more sustainability, TEMSA has deliberately chosen for a complete stainless steel body structure, which is now valid for its entire product range and has now become a signature of TEMSA products in general. Apart from the gain in weight and the resistance to corrosion, the use of stainless steel also increases the strength of the vehicle. *“We are now reaping the fruits of such a strategic choice made a few years ago to use only stainless steel.”* Says **Ali Murat Atlas**, Managing Director at Temsa Europe. *“Though it generates a lot of constraints such as a much more complex welding process, these do not outweigh the benefits to our environment and more importantly to the lifetime ownership cost for our customers”.*

## **Strategy - TEMSA stands for “Value in Motion” or Lifetime Ownership Value**

TEMSA is continuously concerned about the efficiency of its products and services as to their capacity to enable the bus operators to run a profitable business. Its promise to them is a low lifetime ownership cost. The brand has some key assets to be able to sustain this positioning:

- **Geo-strategic manufacturing:** TEMSA builds where it presents a direct advantage to the market where the product will be distributed while reaching the highest standards of quality. Vehicles for Europe are built in Turkey. Vehicles for the MENA region and the Gulf Countries are built in Egypt.
- **In-house R&D capacity:** TEMSA has an independent R&D company that has a wider scope of research than classic R&D departments in the automotive industry. This allows it to do primary research on materials particularly and alternative energy sources. The most tangible result is that TEMSA products are among the lightest in their category. Lighter means less fuel-consumption, pollution, and maintenance. This has a direct impact on the balance sheet as the weight reduction can make the operator save up to 10% of its initial investment.
- **Network of experts:** TEMSA products are sold in more than 40 markets through dealers and distributors. The brand favors the local approach: leveraging the knowledge, relationship and market expertise of a local partner to serve its customers best in each market with a product that is adapted to their local needs.

## **TEMSA exhibits at IAA Hanover 2010**

- TEMSA leverages the 1.122 sqm to exhibit **6 vehicles** distributed over the 3 segments of the market
  - o **Touring:**
    - Safari HD – 13m – DAF – Luxury Touring coach
    - Safari RD – 12m – DAF – Multipurpose usage
    - MD 9 – 9m – MAN – Luxury midi coach for touring
  - o **Intercity:**
    - Safari RD – 12m – DAF – Intercity transportation (double door)
    - Tourmalin IC – 13m – DAF – Intercity transportation
  - o **City:**
    - Avenue LF – 12m – DAF – City public transportation

## **Background information TEMSA**

TEMSA is a Bus & Coach brand belonging to the company - TEMSA Global. TEMSA Global is a proud member of Sabanci Holding, Turkey's leading financial and industrial conglomerate. The brand is sold in more than 40 markets including Europe, North Africa, Middle East, Gulf countries and CIS. The company has 2 bus & coach production plants: Adana (Turkey) and Cairo (Egypt). 75% of its production is destined for international sales of which 85% in Europe.

TEMSA offers several models in total according to the various needs of the regional markets and of the particular usages: touring, intercity and city.

For more information please visit our website [www.temsa.com](http://www.temsa.com)

For more information on Sabanci please visit [www.sabanci.com](http://www.sabanci.com)

## **Background information IAA Hanover 2010**

The IAA Commercial Vehicles is the leading trade fair for mobility, transportation and logistics around the world: Its comprehensive profile of innovations, exhibitors, debate and last but not least the expert oriented visitors structure are a unique offer.

The automobile world meets at the IAA Commercial Vehicles: Of the more than 2000 exhibitors at the last fair, more than half came from outside Germany, to be precise from 48 different countries. About 300,000 visitors from a total of 110 countries visit the fair. In 2008, 2300 journalists from 54 countries reported back from the fair grounds in 2008 in print, radio, television and the internet.

For more information about IAA Hanover 2010 please visit [www.iaa.de](http://www.iaa.de)

## **Annex**

Fact sheet TEMSA Global  
Brochures and specification sheets of all TEMSA products.  
TEMSA MD 9 presentation

## **Contact person**

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