

PRESS RELEASE

Magirus and KARBA announce strategic partnership in Turkey and Northern Cyprus

- **Strategic partnership with Turkish market leader KARBA**
- **Strengthening our presence in Turkey and Northern Cyprus**
- **Combining forces for the benefit of customers**

Ulm, Ankara, August 12, 2024 - Magirus, the global market leader in turntable ladders, grants the distribution rights in Turkey to KARBA OTOMOTIV ANONIM SIRKETI ("KARBA"), the market leader in Turkey with over 30 years of experience in the production of municipal and firefighting vehicles. This cooperation marks an important step in strengthening presence and performance of Magirus and focuses on the customer in Turkey and Northern Cyprus.

Joining forces

Magirus and KARBA will combine their expertise and resources to provide innovative and high-quality firefighting solutions in the region. Magirus, known for its state-of-the-art turntable ladders and firefighting vehicles, will set new standards in firefighting together with KARBA, which has an established service structure and excellent local market knowledge.

"We are very pleased to partner with KARBA," says Thomas Hilse, CEO of Magirus. "KARBA is the ideal company to represent the Magirus brand in Turkey and support firefighters to do their vital work even more effectively."

Musa Ertunc, CEO of KARBA, adds: "The partnership with Magirus is a significant milestone for our company. Magirus' decades of experience and technical superiority in the field of firefighting technology perfectly complements our strengths. We are convinced that this cooperation will make a significant contribution to improving safety standards and the operational capability of fire departments in the region."

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Marc Kuntz, Director Sales and Aftersales adds: "Karba already has a service structure which, in cooperation with the Magirus field service from Ulm (Germany), provides the right customer service for all fire departments in Turkey. The Karba group, which also includes Teknoan and Hidroan, operates nine service centers to provide customers with comprehensive support. "This is important for our strategic realignment," says Kuntz. "In this context, we would like to thank Bioeksim for their efforts in this market over the last four years."

Quick agreement

The cooperation comes into effect immediately in order to be able to start working on new projects as quickly as possible.

Karba, Turkey's largest manufacturer of body-mounted vehicles, exports to 63 countries worldwide and has a production area of 40,000 m² with around 200 employees. The company has been the market leader in municipal vehicles for the last five years and produces, among other things, firefighting vehicles and ladders up to 30 meters.

Photo captions (Copyright Magirus):

Picture 1: Thomas Hilse, CEO Magirus, and Musa Ertunc, Chairman of the Board & Owner KARBA



Magirus

Passion and precision, high-tech and craftsmanship. Since 1864 Magirus has stood for the combination of innovation and tradition - in the sense of firefighters around the world. With a comprehensive range of modern and most reliable firefighting vehicles, turntable ladders, rescue and logistics vehicles, special solutions, pumps and portable pumps Magirus is one of the largest and most technologically leading providers of firefighting and disaster control technology worldwide.

Magirus is a brand of Iveco Group, a global automotive leader active in the Commercial & Specialty Vehicles, Powertrain, and related Financial Services arenas.

For further information about Magirus: www.magirusgroup.com

Karba

Karba is a leading company in the Turkish firefighting sector and the largest manufacturer of truck-mounted vehicles in Turkey. With over 30 years of experience and a production area of 40,000 m², Karba offers high quality firefighting vehicles and solutions and exports to 63 countries worldwide.

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