

IN EVERY
PART OF THE
AFTERMARKET



 **KARLAND**



THERE IS
TRUST
QUALITY **IN EVERY PART**



Kıraa Holding

Kıraa Holding was founded by İnan Kıra and Claude Nahum in 1998, as Kıraa Group of Companies. The company is among the leading corporations in automotive, independent aftermarket, design-engineering, maritime and energy businesses.

The main objectives of the company are to bring in the idle facilities resulting from excess capacity within the automotive sector back to the Turkish economy, to organize the dispersed structure of the independent aftermarket sector through a new marketing and distribution model, which will operate in the international business arena. The holding proved its potential in a short period of time and continues to grow with its expert personnel and companies in the group.

The activities of the Suna-İnan Kıra Foundation in education, culture, arts and healthcare shed a different light to the achievements of the holding in industry and trade. Within the foundation are also the Pera Museum and the Istanbul Research Institute.



Karsan was established in 1966 to operate in Turkey's commercial vehicle production arena. Karsan is the first and only automotive producer to serve multiple brands.

www.karsan.com.tr

Karland was established in 1999. Karland, which has become the strongest and institutionalized company of the automotive independent aftermarket, has become the sign of power and trust in the sector by providing certifiable products with documented international standards to the Turkish market.

www.karland.com.tr

Kirpart has been producing thermostat, water pump, oil pump and various aluminum high pressure die casting & finished parts for the needs of the automotive industry since 1969. With 40 years of experience and knowledge, Kirpart has been providing quality product & service, flexible customer orientation and competitiveness which made her an internationally recognized, reputable and reliable partner in the automotive industry.

www.kirpart.com.tr

Sirena Marine Denizcilik Sanayi ve Ticaret A.S. was established to build Azimut branded motoryachts as a result of the agreement signed between Kiraça Holding and Azimut-Benetti Group in November 2006. The company is also the sole distributor of Azimut motoryachts in the country.

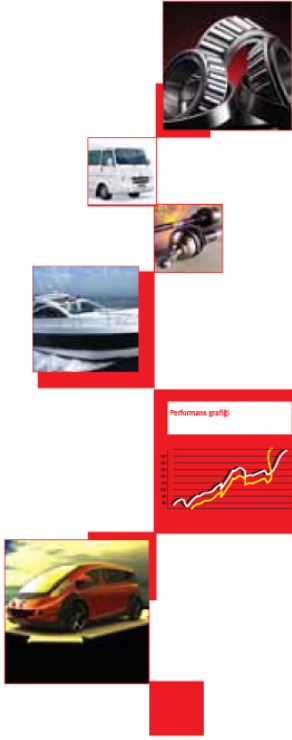
www.sirenamarine.com.tr

Hexagon Studio has been established to supply efficient design and engineering services, that is required by the automotive OEM's and supplier's. With flexible and experienced team structure, Hexagon Studio is willing to exist at every step of product development cycle.

www.hexagonstudio.com.tr

Hexagon Global Energy Resources that has been established under the partnership of Kiraça and Hexagon Groups, aims to create shareholder value while reducing Turkey's foreign energy dependency through our country's rich renewable energy resources such as wind and solar.

www.hexagonglobal.com



 KIRAÇA



Karland

Founded in 1999, Karland is a member of one of the leaders of the sector, Kiraça Holding. Karland gradually became the most powerful and institutionalized company in the automotive independent aftermarket sector, introducing internationally proven quality products to the Turkish market.

Karland continues improving itself and investing in the sector with a warehouse with 15.000 m² of storage capacity, more than 45.000 product references and wide distribution network throughout Turkey. As Karland continues to grow, it systematically moves towards its goal of being the market maker by developing and introducing firsts to the sector such as the Eco-Fix brand, the Technical Services Department and an electronic catalog.



There is **trust** in every part, **quality** in every part



Providing services to all of Turkey from its 15.000m² warehouse equipped with modern stocking and shipping facilities, Karland has one of Turkey's largest spare parts warehouses and owing to its strong stock structure, qualifies as the source for the independent refurbishing market. Karland also sets forth its prerogative with prompt logistic services. Karland's selective brands and constantly increasing active product references have Capa, Thacham, CZ, TÜV and ISO standards.

Karland continues to make a difference by delivering the required parts to customers via prompt logistics services and truly earned trust.

There is **leadership** **in every part**



Temot International, embracing the largest companies of the sector in Europe has partnered with Karland, as the sole partner from Turkey. Having the opportunity of being a part of a significant international union, Karland continues its privileged relationship with the world's largest and well-known suppliers.





There is
closeness
in every **part**

With a powerful distributor network, Karland is able to reach its customers throughout Turkey, from north to south and east to west, offering products within the same quality and standards, meeting the requirements of the customer.

For Karland, ensuring that orders reach the furthest locations as soon as possible is as important as its wide distribution network.





Auto **parts** from all over the world are at **Karland**

Karland works with domestic and foreign suppliers, supporting internationally certified quality. While Karland stocks products with ISO 9001, QS9000 and ISO 16949 certification, its relations with suppliers extend beyond the boundaries of commercial transactions into training and marketing collaborations.

Bearings and Belts



Karland is the leading supplier in Turkey in terms of automotive bearings, delivering the products directly to the spare part organizations of the automotive manufacturers and dealers throughout Turkey as well as offering them to the independent aftermarket through its distributor network.



Crash Parts

Karland offers crash parts to the market, which have quality production certificates that have been defined as "equal to the original" by insurance unions in Europe, like CAPA, TUV, ISO, CENTRO ZARAGOZA and THATCHAM. In addition, Karland also distributes domestic brands that produce for the OEM.



Engine Parts



Karland distributes many brands that manufacturers engine parts for many automotive main industries in Turkey and in Europe, with ISO 9002 and/or QS9000 standards.



Transmission Parts



Karland offers customers domestic and global production brands, that have ISO 9002 and/or QS 9000 standards, together.

Brake Systems

Karland offers ISO 9002 and/or QS 9000 standard certified brake systems to its customers.



Steering and Suspension Parts



Karland offers ISO 9002, QS9000 and/or ISO 16949 quality certified national and international level service brands to the market.





Electric and Electronic Systems

With ISO 9002 and/or QS 9000 standard products, Karland offers electric and electronic systems of many automotive main industries in Turkey and Europe.



Universal Parts



With the service provided in the independent aftermarket sector, Karland offers leading brands and universal parts to the market.

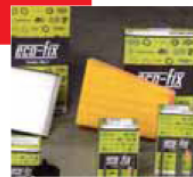


There is
innovation
in every **part**

eco-fix

Eco-Fix, which has a wide range of quality product, is offered to the market with the quality and assurance of Karland at a reasonable price.

With the Eco-Fix series, many products like oil, battery, wiper blade, brake discs, mudguard, stoplights, inboard joints, air filter, cabin filter, oil filter and fuel filters are offered to services and vehicle owners under Karland assurance.



 **KARLAND**

Eco-Fix

THE QUALITY AND PRICE ARE FIXED!



Eco-Fix is a Karland brand.

