FORD OTOSAN

VII. AFTERMARKET CONFERENCE

Commercial Vehicle Trends

Sabri ÇİMEN

İnönü Plant Manager

FORD OTOSAN

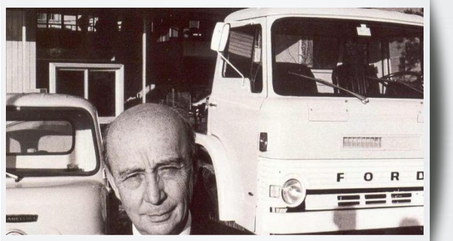
BRIEFLY FORD OTOSAN

1928 - 2000

FORD OTOSAN

Ford Delaership was acquired by Vehbi KOÇ

- 1928



Creating out of nothing

Ford Cargo Truck Production

- 1983

Otosan Establishment

(**First** automotive production company in Turkey)

- 1959

Laying the Foundation of Eskisehir Inonu Factory

- 1979

Equality by percentage with FORD

- 1997

FORD OTOSAN

2000 – 2015

FORD OTOSAN

GOLCUK PLANT

Gölcük Plant opens

- 2001

Transit Connect launches

- 2002

First vehicle export to North America

- 2009

YENIKOY PLANT

Yenikoy Plant opens

- 2014

Launch of new Ford Courier

- 2014

FORD OTOSAN 2000 - 2015

Targeting Best in Ford

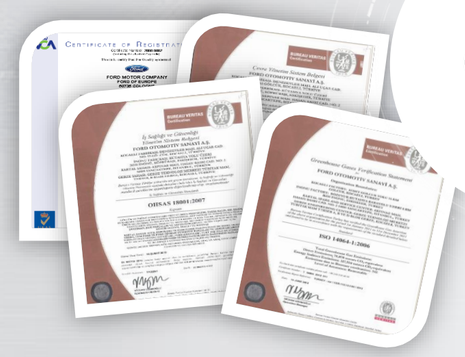
Reaching to Economy of Scale

Occupational Health & Safety

Worker Safety

High Quality

Total Quality (Q1)



Eco- Friendly Production

FORD OTOSAN 2000 - 2015

With its design and export mission, **R&D Center** give service as a technology campus for engineers and designers.

500 of 1300 R&D engineers are dedicated to Ford Cargo Trucks.

In Turkey,
First Virtual Reality Laboratory (CAVE)
with engine software as well,
In HIL(Hardware in the Loop) Laboratory and
Design Studio
vehicle and engine are developed from Turkey to all over the world.

FORD OTOSAN 2000 - 2015

Türk mühendisler Cin Seddi'ni astı

Ford Otosan, Çinli JLC ile 12 yıllık üretim anlaşması imzaladı

Çin'e Türk motoru

TÜRKİYE otomotiv sektöründe Ar-Ge'ye en büyük yatırımı yapan ve mühendislik çalışmalarını ihraç eden Ford Otosan, dünyanın en büyük kamyon pazarı olan Çin'de motor üretimi için Jiangling Motors Corporation Limited Şirketi (JMC) ile motor teknolojisi lisans anlaşması imzaladı. 12 yıllık anlaşma süresince Çin'de de üretilecek Ecotorq motorlar, JMC markalı araçlarda kullanılacak.

2016 YILINDA BAŞLIYOR

53 yıllık tecrübesi ile önlerü testinde Türk tasarımı ve mühendislik çalışmalarıyla kamyon ve motor üretimi gerçekleştiren Ford Otosan, Ford Motor Company'nin yüzde 31.5 ortağı olduğu Çinli Jiangling Motors Corporation

FORD OTOSAN ÇİN'E MOTOR LİSANSI VERDİ

Türkiye otomotiv sektöründe Ar-Ge'ye en büyük yatırımı yapan ve mühendislik çalışmalarını ihraç eden Ford Otosan, dünyanın en büyük kamyon pazarı olan Çin'de motor

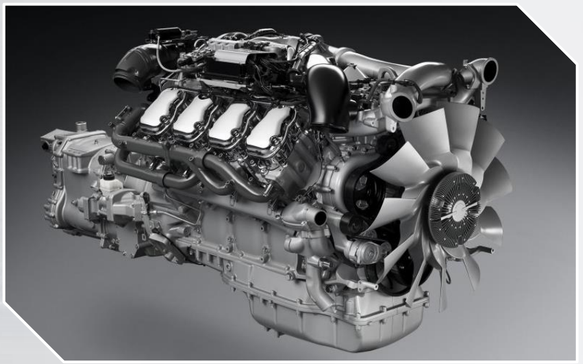
Dünyanın en büyük pazarı Çin'e motor lisansı sattı

Türkiye otomotiv sektöründe Ar-Ge'ye en fazla yatırım yapan Ford Otosan, dün-

Ford Otosan Çinliler'e teknoloji sattı

Türk tasarımı ve mühendislik çalışmalarıyla kamyon ve motor üretimi gerçekleştiren Ford Otosan, Ford Motor Company'nin yüzde 31.5 ortağı olduğu Çinli Jiangling Motors Corporation Limited (JMC) şirketi ve bu şirketin iştiraki JMC Heavy Duty Vehicle ile teknoloji lisans anlaşması imzaladı. Yapılan anlaşma ile Ford Otosan, fikri

10/10



Ford Otosan made a technology licance agreement in China that has the biggest Truck market with JMC for engine production. After this agreement,
Completing licance agreement for Cargo chassis and cab as well as Cargo production,
Ford Otosan break new ground.

FORD OTOSAN

RECENTLY

FORD OTOSAN Recently - Ecotorq

LAUNCH OF 100 % LOCAL PRODUCTION NEW GENERATION ECOTORQ

First Local Truck Engine of Turkey **«Ecotorq»** according to E6 norms were started to produce.

FORD OTOSAN Recently - Ecotorq

ECOTORQ

- 75 Million € Investment
- 250 Engineer
- 2 Million KM Road Test
- 50.000 Hour Dynamometre Test

7 -10 % Fuel Economy

Maintenance Interval

Lightness

Silent Engine

- 330PS/420 PS/480PS
- Euro3/5/6 Emission
- Integrated Engine Brake
- Export to 50 Different Country

FORD OTOSAN Recently - Truck

2016 Model Year

Tractor

New Features

- AEBS (Advanced Emergency Braking System)
- LDWS (Lane Departure Warning System)

Construction

New Features

- Automatic Transmission Option (420 PS)
  - ✓ Off-Road mode
  - ✓ Eco-mode
- Intarder Option(420 PS)
- Engine Brake
- Concrete Pump

Road

New Features

- Automatic Transmission Option
- (420 PS)
- Intarder Option (420 PS)
- Disk Brake
- Engine Brake
- ESP (Electronic Stability Program)

FORD OTOSAN

AUTO INDUSTRY TRENDS

Future of Automotive

Mckinsey.com/auto2030

Sustainability

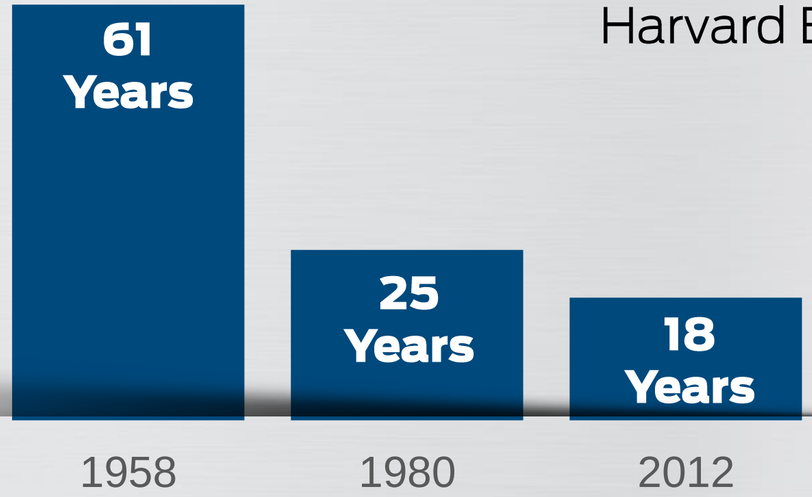
Duration of stay in S&P 500

In 1958 **61** years

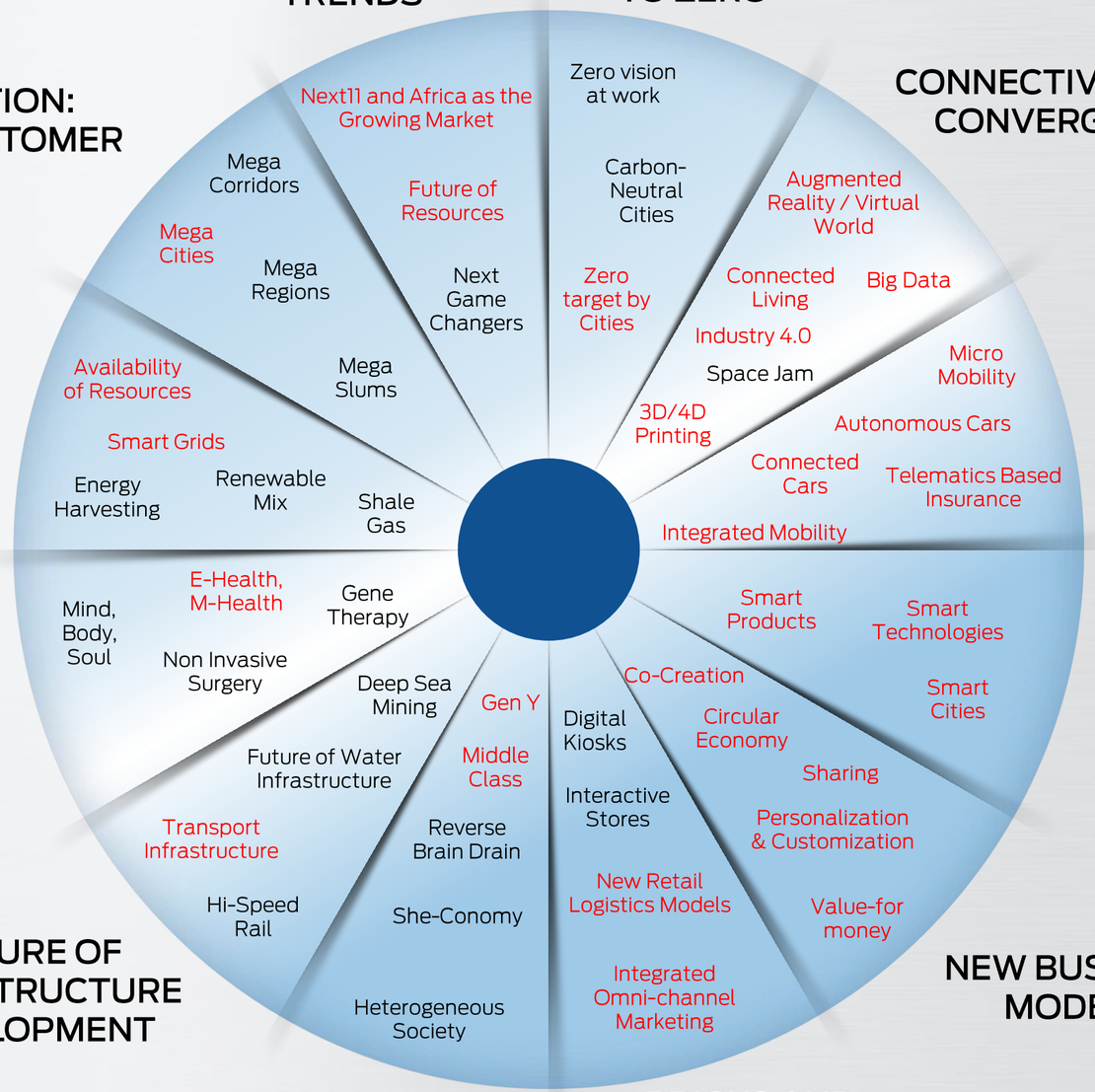
In 1980 **25** years

Today , just **18** years

Clark Gilbert
Harvard Business Review



Mega-Trends



More than 20
Mega-Trends are forming our industry.

Resource:Frost & Sullivan

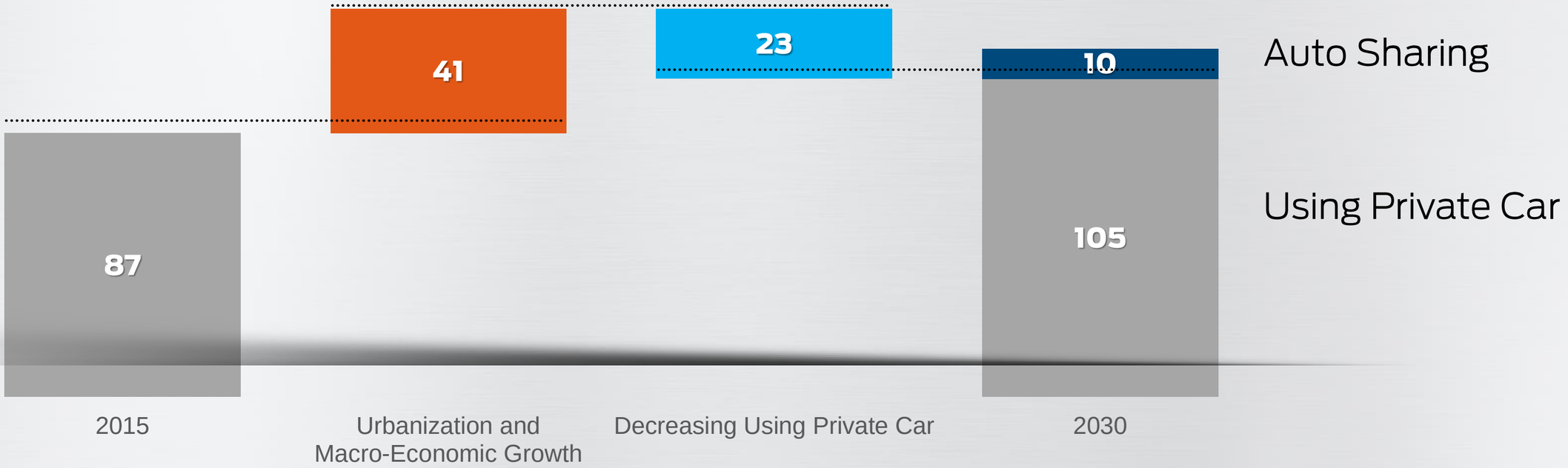
Mega-Trends

Particularly
4 Mega-Trends

In Beijing, 2,5 million vehicle pulled out from traffic along 2 weeks

Opportunities in Market Growth

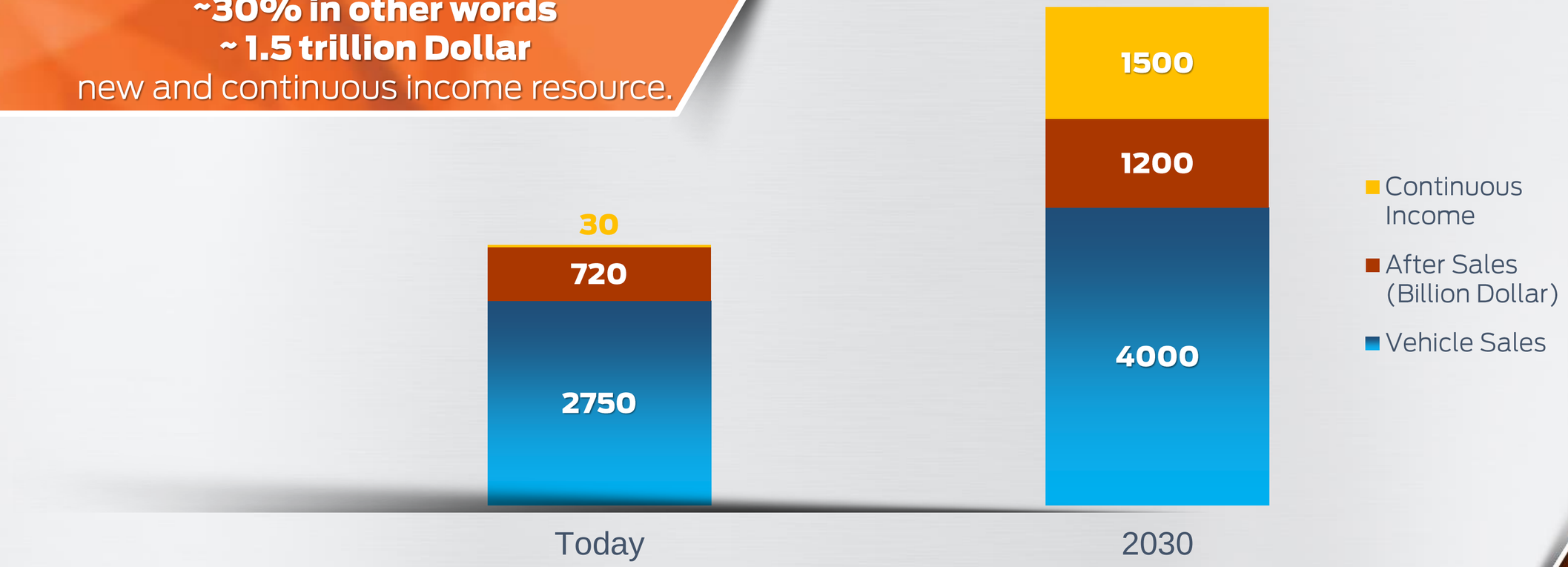
Global automotive industry growth trend will shift



Resource: McKinsey

New Business Models and Business Manner

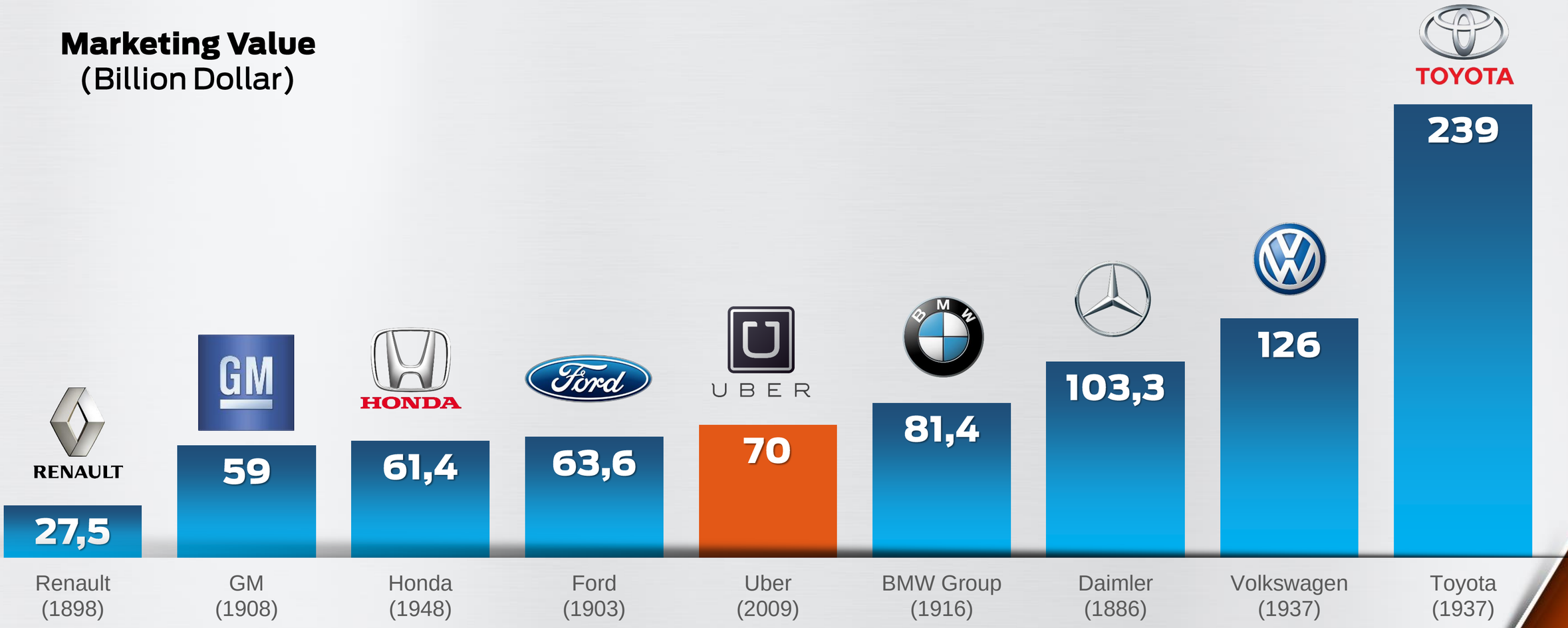
New mobility analysiss, in vehicle information-communication and entertainment systems will create
~30% in other words
~ 1.5 trillion Dollar
new and continuous income resource.



Resource: McKinsey

Unusual New Rivals

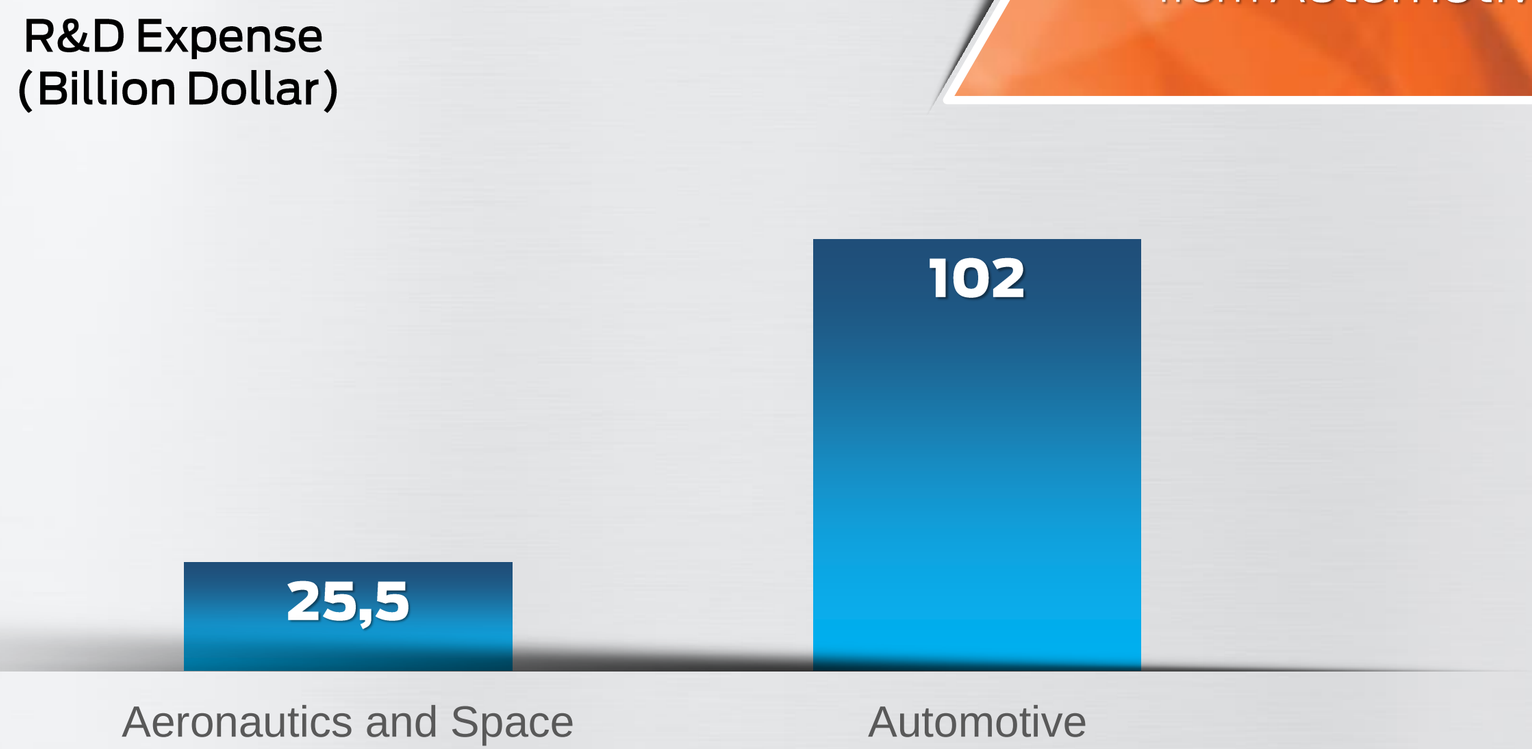
Marketing Value
(Billion Dollar)



Resource: Forbes & CNN

Raising Innovation in Automotive and R&D

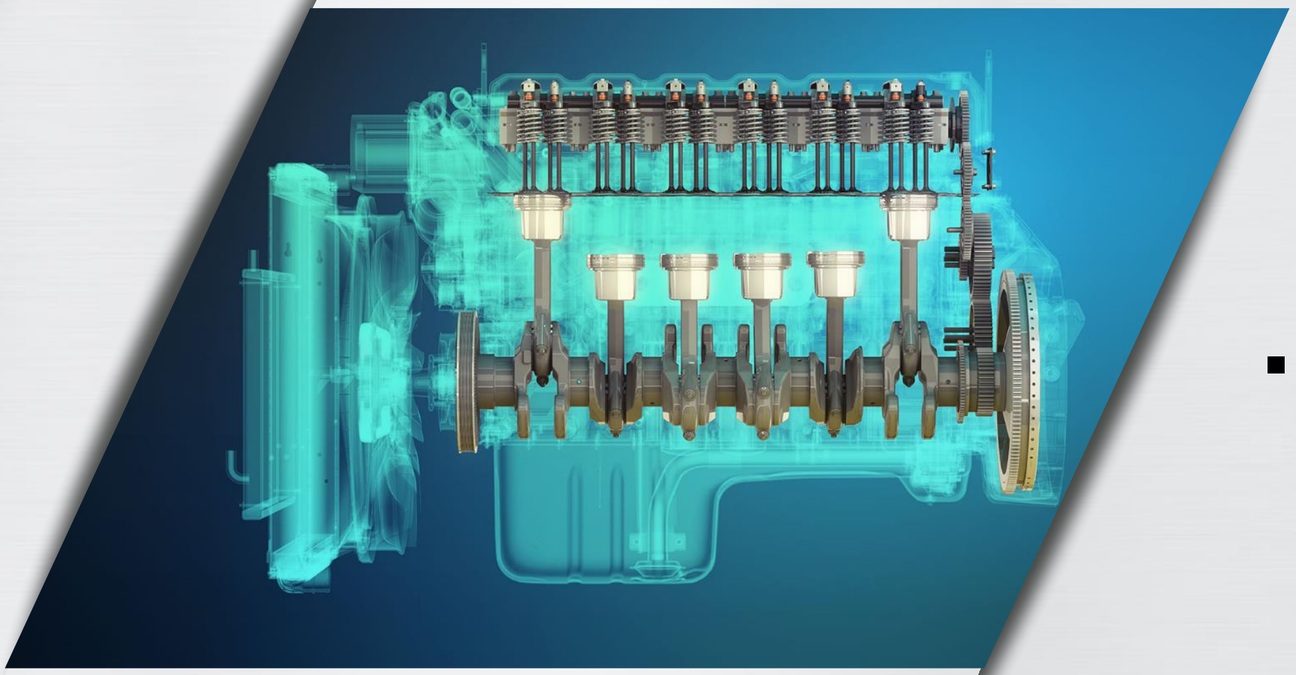
Out of the most innovative **20 companies** in the world, **8** are from Automotive Industry



Resource : BCG

New Innovational Organization

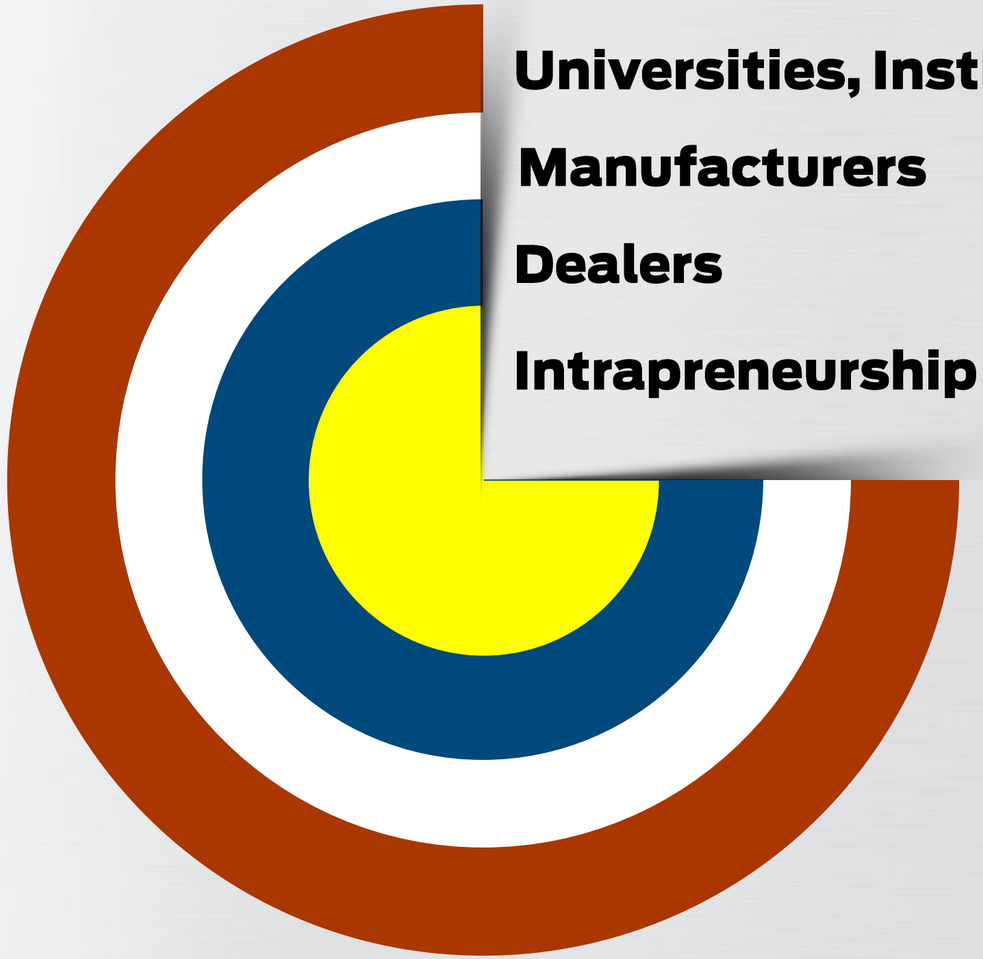
New innovational organization
İs focusing not only on R&D but also on
company wide



- Innovation culture
- Mega trends
- Growth
- New career opportunities

"One foot in today,
one foot in tomorrow."
Mark Fields
CEO, Ford Motor co.

Towards Open İnnovation Step by Step



Universities, Institude and Customers

Manufacturers

Dealers

Intrapreneurship

Road Map for Digital Transformation

accenture
Dijitalleşme Endeksi
Türkiye

We assigned
Chief Digital Officer
position to our digital leadership moving further

Turkey-Sector Assessment

	Accenture Digitalization Index Score	Digital Strategy	Digital Services	Digital Operational Competence
Average of Sector	%70	%71	%69	%72
Average of Turkey	%60	%70	%54	%63

Score of Company

Accenture Digitalization Index Score	Digital Strategy	Digital Services	Digital Operational Competence
%77	%88	%78	%70

Motor Land Vehicles Manufacturing Digital Leader

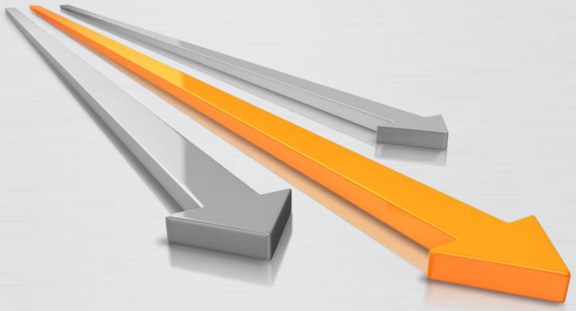
Resource: Accenture & Intel

Resource : Intel

Innovation and R&D in Automotive Sub-Industry

Digital Transformation Plan

Follow of Technological Trends



R&D Priorities

FORD OTOSAN

AFTERMARKET

Points of Services

Points of Services for Ford Trucks

28 service points in Turkey

Aftermarket Strategies as Ford Otosan

Our Target;
Each Customer,
Loyal Customer

Customer Satisfaction is our focus point

- Quality service with competent personnel in 120 location at Turkey
- Replacement vehicles (After 5 days)
- Roadside assistante service
- Electronic control together with customer
- Fuel guarantee system

Aftermarket Strategies as Ford Otosan

Providing orginal parts to our customer in special service point

Original part with competitive price thanks to Ford Motorcraft

Advantage of contestability due to local production

Providing the findable of spare parts for 5 different continent due to **export the spare parts** to 50 different countries

Sales & After Sales Services - Recently

After Sales Service

- 365 days 24 hours service
  “International RSA Service”
- Thanks to **“Filobil”,** fleet management system, 25 important data such as fuel consumption and vehicle tracking are served.
- Economic and safe drive trainings
  “Ford Driving Academy”
- Extended warranty
- Maintenance packs
- Truck rental
- Secondhand service **“Truck Market”**
- Spare Part

Kasko

Mobile Service

TRUCK MARKET

Maintanance Packs

Kiralama

FORD DRIVING ACADEMY

FILOBIL

Plans that Affect the Aftermarket in Future Term

- Speed and distance will be regulated by **“Adaptive Cruise Control (ACC)”** system

- Platooning

- **“Predictive Cruise Control (PCC)”** system that will be regulated truck’s speed based on road/geography situation,

- Autonomous Driving

Effects of Autonomous Vehicles on Aftermarket

Increasing Electronic Parts

Increasing Software Installation

Decreasing Accident Rate

Decreasing Stock Yard

Change of Personel's Specialities at Services

Decreasing Body Spare Parts Because of Decreasing Accident Rate

INONU Test Road
Autonomous Truck Tests

2017

We should be all aware of

- Mega Trends
- Top Notch Technology
- Start Up
- Disruptive Bussiness Models
- Age of Innovation

THANK YOU