

Strategic Investment from German Industrial Giant Schmitz Cargobull

Germany's Schmitz Cargobull, Europe's leading trailer manufacturer, officially opened its production plant in Sakarya on October 4, 2017. Schmitz Cargobull will be making a total investment of 90 million Euros, having set its eyes on the ultimate goal of leveraging its production volume to more than 3,000 units annually in 8 years.

SAKARYA, October 04, 2017- Leading global trailer manufacturer Schmitz Cargobull of Germany held an official opening ceremony for its production plant in Adapazarı, Sakarya on October 04, 2017.

The opening ceremony was attended by Andreas Schmitz, **Schmitz Cargobull CEO**; Boris Billich, **Schmitz Cargobull CSO**; Mile Mishevski, **Schmitz Cargobull Turkey General Manager**; Arda Ermut, **President of Turkey Investment Agency (ISPAT)**; and Assoc. Prof. Hasan Ali Çelik, **Deputy Minister of Science, Industry, and Technology**. The ceremony also played host to many business partners, local authorities, and staff members

Speaking at the event, **Schmitz Cargobull AG CEO Andreas Schmitz had this to say:** "We are celebrating our 125th anniversary this year. Last year, we produced around 58,000 units. We are the market leader in Europe with 2 billion Euros in revenue and 5,700 employees. We have a global perspective, and as such we have production facilities not only in Germany but also in Spain, Lithuania, Russia, and China. It gives me great pleasure to say that we have now added Turkey to that list."

Andreas Schmitz emphasized that this investment was one for their future. "Our goal is to become part of this important market and gain a bigger market share. We hope to grow across borders with this new production plant. Turkey's location at the nexus of Europe, North Africa, and the Middle East makes it a key player in our efforts to expand to new markets."

Schmitz Cargobull's new production facility aims to deliver product groups tailored to the Turkish trailer market. The factory, built on 20,000m² with a covered area of 8,800m², will manufacture 4 different product groups—curtain side, flatbed, refrigerated, and dump.

Schmitz Cargobull AG CSO and Board Member Boris Billich expressed how happy they were to be closer their customer base in the region with the opening of the Adapazarı facility: "The whole Southeast Europe region, and especially Turkey, are very important for *Schmitz Cargobull* in terms of growth. *Our goal in the medium-term is to boost our market share in Turkey to 30%*. The transportation industry in the region has amazing potential for growth."

Schmitz Cargobull Turkey General Manager Mile Mishevski explained that a 5,500m² building would be reserved exclusively for production activities, while another building would be providing after-sale services and spare parts services, including trailer services. "In addition, the plant also includes secondhand services. Currently, there are nine authorized service providers in Turkey – a number we are planning to boost to be well above 25 in the near future. Schmitz Cargobull, Europe's technology and market leader, is combining its strong sales organization with the capacity of its plant, aiming to gain an edge in the Turkish market to deliver innovative products with uncompromising quality to its customers," added Mishevski.

In his speech at the ceremony, ISPAT President Arda Ermut noted: *"I want to congratulate Schmitz Cargobull, the leading brand in the trailer market with a deep-rooted history, for their investment in Adapazarı. Through this investment, which reveals Turkey's advantageous location for logistics, I would like to thank Schmitz Cargobull executives and all Schmitz Cargobull staff members for their professionalism in bringing this project to life. Our Agency tirelessly and closely worked with Schmitz Cargobull for this investment. We are glad to see the results of all the work we did. By working non-stop on its investment since July 15th (2016), Schmitz Cargobull has once again shown how important a market Turkey is for European companies. We believe this investment will be highly beneficial for the export volumes of Turkish companies."*

Deputy Minister of Science, Industry, and Technology Assoc. Prof. Hasan Ali Çelik underlined Turkey's strategic importance as a corridor for energy and trade between the Middle East, Black Sea, and Europe, as well as its role as an attractive hub for foreign investors. "Turkey is the safest route for transporting oil and gas. We provide appealing opportunities for investors looking to do business in the countries in the region," he said.