



Dear Business Partners,

As of Fleetcorp Turkey, we have been serving pioneering implementations to our customers in order to be “the best fleet service provider” in operational leasing market and also to simplify the fleet management by supplying the best solutions. By year-end, we have been managing 9.000 vehicles with our 800 business partners effectively and successfully.

In 2012, we are glad to represent the first edition of our e-newsletter that is prepared in line with our main objectives including 7/24 road assistance, high service quality, and customer satisfaction.

We kindly hope you enjoy reading our e-newsletter in which you will be informed about the latest campaigns about Fleetcorp, innovations in automotive sector, the interviews with our business partners, and also safe driving. I would like to announce you that in 2012, we will be conducting new projects and applications providing added value to your core business and simplifying the cost management.

May the path you take during the coming new year be one that takes you farther than ever before.
Wishing you health and happiness throughout 2012.

Kind Regards,

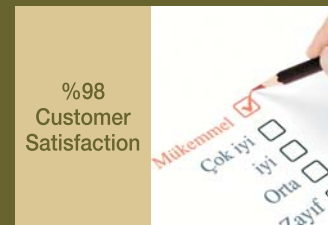
Dominique Cardineau
CEO
Fleetcorp Turkey



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Executive Summary of 2011



Fleetcorp announces the Customer Satisfaction Survey's results

In line with our qualified service and high customer satisfaction purposes, we have been conducting annually our Customer Satisfaction Survey with TNS, an independent research consultant. The results of CSS 2011 declare that the customer satisfaction level of Fleetcorp Turkey with satisfied and fully satisfied customers is %98. In 2011, we have made improvements in aftersales services, insurance service, replacement car, complaint management after the results of CSS report of 2010. We would like to overemphasize that in 2012 we would take actions to develop the offer and operations processes and also to extend our thanks to our customers for attending our survey by expressing their thoughts about our services.



Cözüm Kapınızda.



Interpartner Assistance Service for Fleetcorp Customers

Fleetcorp Customers may call our 7/24 assistance service for the repair of their interior water installation, electric installation, glass breaking, locksmith service. For all the situations stated above, Interpartner Assistance would make the organisation and pay 40 TL for the service. In case the service fee exceeds the limit, the customers pay the remaining fee.

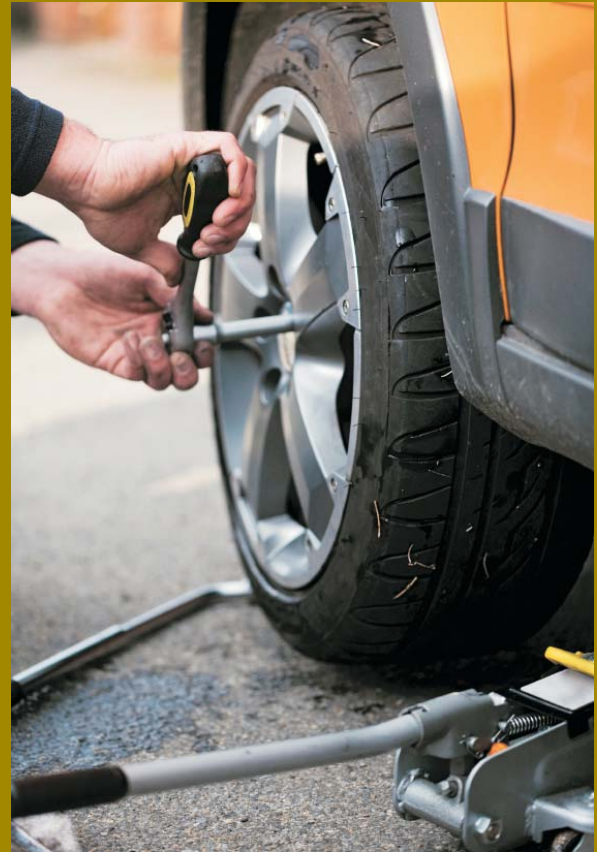
In addition, Assistance also serve the information service for cultural activities such as theatre, cinema organizations, and also hotel reservations.



How to prepare your car for winter?

The winter season has been a difficult period for drivers because of the breakdown of the vehicles resulting from the inattention of the drivers. This is why the proportion of the accidents have been increasing during that period. It is important not to neglect the maintenance of the vehicles in winter in order to minimize the loss ratio.

- **Power Supply:** The power supply providing the main power for all systems of the vehicle is the most trouble maker part of the car. The power supply may start to lose its function because of the intensive utilization of headlights and air conditioner in winter. This is why, battery charge, voltage power, distilled water of power supply should be checked frequently in that periods.
- **Tyres:** Tyres, taking the key role in winter for safe driving are supposed to be chosen in accordance with the weather conditions by considering the tread depth and sidewall. It is important to have your winter tyres in line with your service package (Classic Pack, Analyze Pack, Win-Win Pack).
- **Brakes:** It is also important to check and change the brake lining pad in winter for safe driving.
- **Headlights:** Headlights have been used more frequently in winter when compared to summer season as the daylight usage has been decreasing in that season. In order to have the best view while driving, headlamp



leveling and visual angle should be arranged correctly.

- **Engine Oil:** The engine oil should be checked periodically and should be changed below the certain level and periodic vehicle inspection.
- **Air Filter:** It is clearly known that the usage period of air filter decreases as a result of air pollution. In winter period, the air filter is supposed to be checked in certain periods.



Özlem Gürsoy: “We have built mutual trust in our relationship with Fleetcorp”

Could you please introduce yourself?

Born in İstanbul in 1964. After graduated from Business Administration in İstanbul University, I started working in 1985 then I shaped my career path to insurance sector with İmtaş Sigorta in 1990. French Investment Company, İmtaş Sigorta has been changed its business name firstly to Nordstren İmtaş Sigorta , Axa Oyak and eventually as Axa Sigorta with its new cooperations and partnerships. During that period, I took charge in different positions such as Technical Specialist and Area Director. After quited that company in 2009, I started working in Ergo Sigorta as Vice General Manager. Today, with the staff consisting of 40 employees, I have been managing a part of company offering service for corporate companies and brokers. Our aim is to serve qualified service by finding solutions for the corporate risks incooperation with our business partners and to build a long term relation mutually for our insured customers and their vehicles.

If you had another chance to work, would you take part in insurance sector?

Insurance is one of the most difficult business areas in our country. Unfortunately, It is highly difficult to explain the insurance business with certain costs and accounting as the insured generally gives priority to the damages rather than the service quality. Although the investors have always expectation for profitable growth, It is also challenging for insurance companies to be reliable because of the excessive and unfair competition in insurance market. In order to differentiate in corporate market, it is crucial to comprehend the trends, expectations and problems of all sectors, to follow the innovations and to make mutually good relations with companies. In spite of all these difficulties, I am and always will be glad to be in that sector as you have always a chance to develop yourself with different perspectives though you work hard for small profits.



Ergo Sigorta
Vice General Manager
Özlem Gürsoy

Özlem Gürsoy, working in insurance sector for more than 20 years states that Fleetcorp is one of the best business partners of Ergo Sigorta.

Could you please tell us about the reactions of the audience for your advertisements on TV and radio channels?

In 2011, our brand promise in radio and tv channels was "Sigortalatmak başka ERGOLATMAK başka". That advertisements emphasizes the goods people may insure and explains humorously and clearly how they can work with Ergo. I believe that the melody in our spots is remarkable and has positive effect on listeners. In addition to our melody in radio spots, we have been using the other music genres such as Jazz, Rock, Classic, Latin and Arabesque so that we may serve our spot as to our customers' music taste. In that way, we have effective steps in order to make our spot catchy.

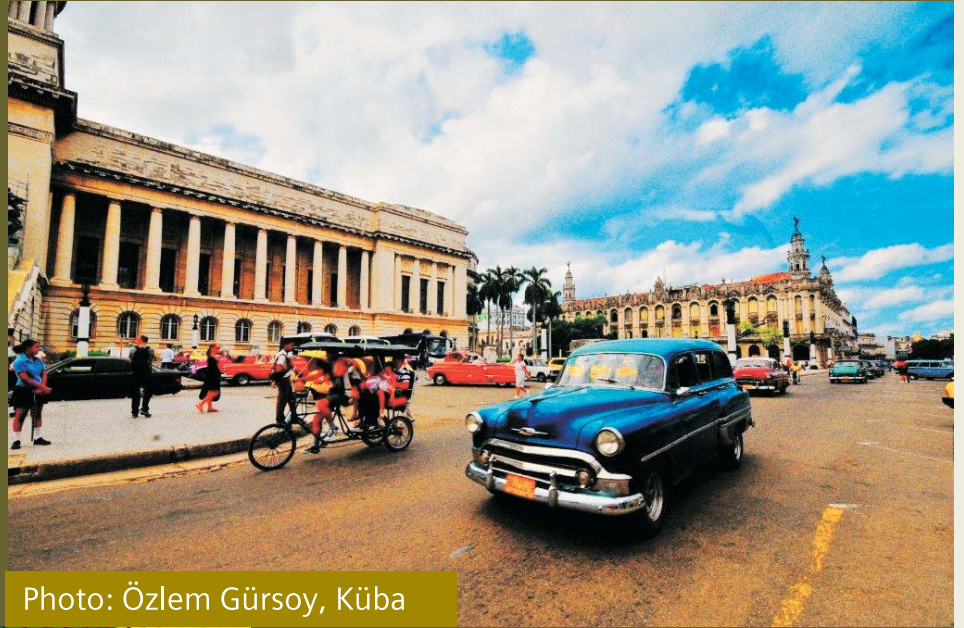


Photo: Özlem Gürsoy, Küba



What do you think about insurance sector in 2012? What kind of changes we may encounter in new year?

For a few years, the insurance sector has been making nearly no profits because of mispricing and deficiency in cost management even though the damage proportions in motor, traffic and health insurances are high. In addition, because of the risk choices, mispricing and wording alternatives in fire insurances, engineering and liability

insurances, most of the companies are supposed to make loss in all these branches. It is also clear that International Insurance Companies take the biggest market share. I believe that in 2012, the investors may make profits thanks

to Foreign Investments and financial regulations. The insurance companies are supposed to expand their product ranges and to reach the potential customers easily by launching individual products and by focusing on cross selling activities.

Could you please tell us about your hobbies?

I like taking photo in my spare time. My other hobbies are also scuba diving, exploring new countries, trekking. In addition, I used to play lawn and also table tennis and I rarely play in these days. I am also interested in sociology and as occasion serves, I read sociological books and magazines.

Thank you for this informative and pleasant interview. Anything else you would like to add?

We have built mutual trust in our relationship with Fleetcorp in our corporate and personel business. We would like to extend our thanks to the managers of Fleetcorp and especially Mr.Şensezer for giving me this opportunity.

A Sporty Manager:

Could you please introduce yourself?

Born in Kadıköy, İstanbul and married with two children namely Deniz and Derya. I have been working in Mustafa Nevzat İlaç Sanayi A.Ş. since 1982 and always proud to be a part of that company. I took part in different positions during that period but now, I am assigned to be the Administrative Affairs and Procurement Manager. I am also in charge of fleet management of the company. I am also curious and researcher this is why I have started my hobbies generally curiously. Especially, I have taken part in many branches of sport and have been the member of Board of Directors of Turkish National Olympic Committee and also The Bosphorus Committee. I have also been organizing İstanbul International Bosphorus Swimming Championship as the Commodore.

Could you please tell us about the most interesting thing you have ever encountered during your business life?

After my military duty, I applied the job posting of Mustafa Nevzat İlaç Sanayii in newspaper advertisement. I have been working for my company for 29 years. The best thing I have ever had in my business life is meeting my wife.

Could you please tell us about your hobbies?

I used to be involved in many branches of sport such as swimming, parachute, football, and basketball at school periods. I got basic parachute training in Turkish Air Association when I was 16. Later, underwater sports attracted my attention and thanks to the support of my friend, I started scuba diving. I am a three star diver of CMAS World Underwater Federation and I have also guide diver, lifesaving and first aid certificates of Turkish Underwater Sports Federation. During these years, I became the manager of GAP Water Sports Project in Atatürk Barrage. I gave lectures about diving in universities. I also had professional yachtsman certificate. I really enjoy spending my time in water sports.

What is the best quote defining your point of view in business and real life?

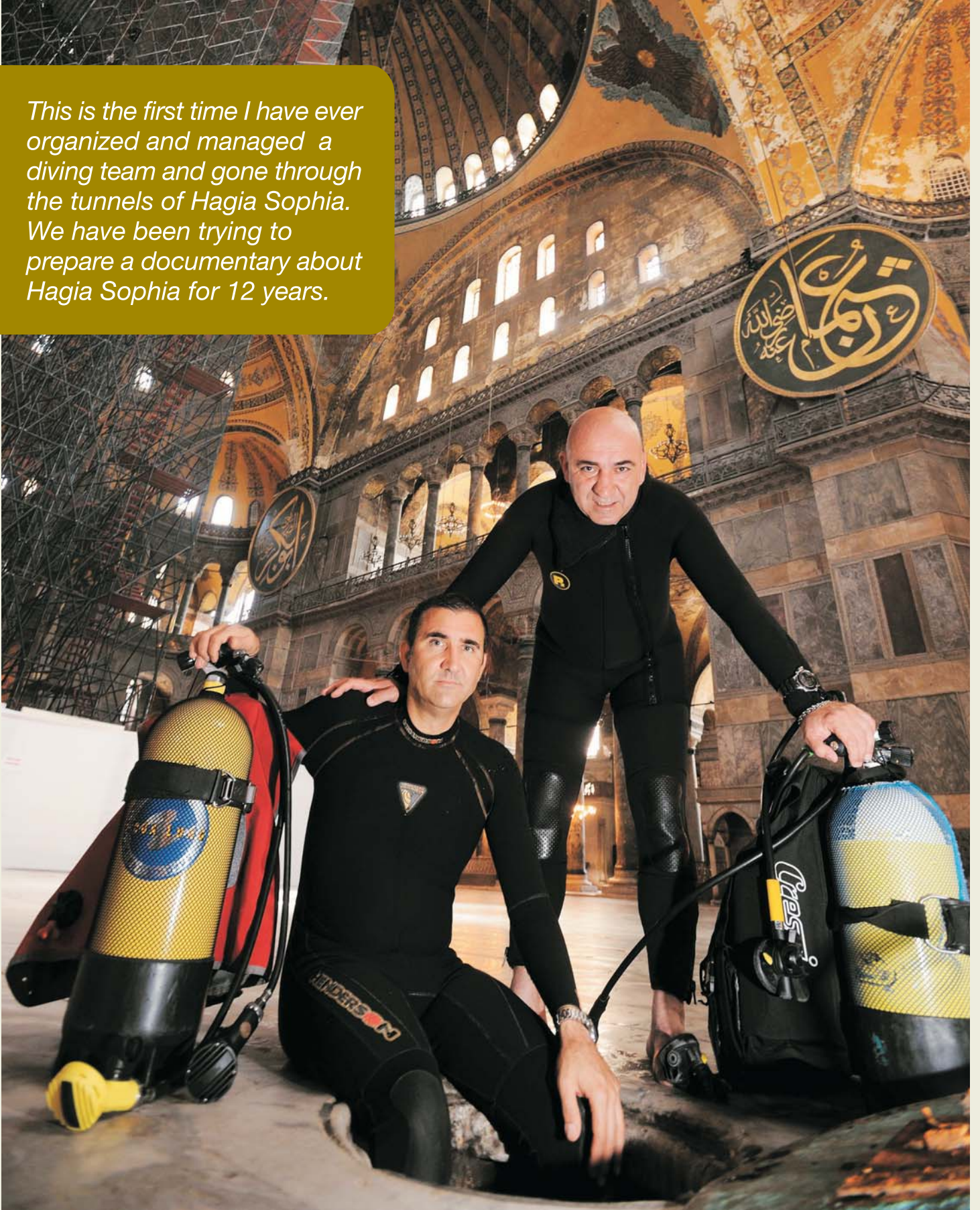
I internalize the quote of Leo Buscaglia : "Life is a paradise for those who love many things with a passion."



Levent Karataş /
Administrative Affairs and
Procurement Manager

*Levent Karataş,
married with two
children is interested
professionally in many
branches of sport.*

This is the first time I have ever organized and managed a diving team and gone through the tunnels of Hagia Sophia. We have been trying to prepare a documentary about Hagia Sophia for 12 years.



New BMW 3 Series sedan set for launch in the first quarter of 2012

BMW Group Middle East has said that the sixth generation of the new BMW 3 Series sedan will go on sale in the Middle East at the end of February 2012.

Inside the new BMW 3 Series, the noticeable increase in space means significant benefit for the rear passengers. A choice of two powerful four-cylinder engines: 335i and 328i with an eight-speed automatic gearbox and TwinPower Turbo technology will be available for the new 3 Series offering more Efficient Dynamics technology that make the new 3 Series more economical and lower in pollutant emissions compared to the predecessor model. Commenting on the soon to be launched new BMW 3 Series, Joerg Breuer, managing director, BMW Group Middle East, said: "The new car is bigger, sportier and more dynamic so we are very much looking forward to launching it across the Middle East together with our importers in February 2012."



The First Auto Shopping Center of Turkey opens on April!

The first Auto Shopping Center of Turkey opens on April in Beylikdüzü in Istanbul. The main aim of the center is to simplify the purchasing operations and processes of automobiles and second hand vehicles by gathering the banks, insurance companies, public notary together in that center. It is crystal clear that the center would make difference in automotive sector.

Peugeot launches all new 208

This year Peugeot will launch its new model in the supermini segment.

The 208 embodies the principles of agility and efficiency. The initial technical choices make it a vehicle which is 110kg lighter on average compared to the 207, and very compact (-7cm in length, -1 cm in height). These benefits are accentuated by noticeably increased occupant space, with more room in the rear seats (+5cm at the knees) and a more generous boot, proof of optimised architectural performance.

By achieving average CO2 emissions of 34g/km lower than the 207, the 208 takes the lead in its segment. Its latest generation engine technology and the use of the e-HDi micro-hybrid system on virtually all versions add to the vehicle's improvements in terms of weight reduction and aerodynamics.

Peugeot 208 is supposed to be on Turkey market in the half of 2012.





T Ü R K İ Y E

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