R&D Focus

Making a Difference by Allocating the Highest R&D Investments in Turkey

Koç Group had the highest R&D expenditure in Turkey in 2009 at TL 486 million. This level of expenditure put Koç Holding to the 427th place in the "R&D scorecard global top 500".

Koç Holding fortifies its strengths with its R&D culture and the Company has 12 R&D centers certified by the Ministry of Industry and Commerce. Koç Group aims to augment its core competencies by leading technological progress in its business lines and focuses on developing innovative, environment-friendly, energy efficient products and services. Koç Technology Board was established in 2005 with the objective to transfer technology know-how, spread the use of best practices within the Group and to develop joint R&D projects among Group companies. Koç Holding believes that in the longer term, R&D is a significant contributor to creating a competitive edge and will continue to carry out its activities in cooperation with the universities, suppliers and SMEs.

Landmark Achievements in Automotive

Ford Otosan and its R&D center own the technological capability to assume full product development of a vehicle. In 2009 Ford Otosan started exporting the Transit Connect model that was developed by Turkish engineers to the US, a milestone for the Turkish automotive sector.

Tofaş owns the biggest R&D center in the Turkish automotive sector. Tofaş R&D center is Fiat's 2nd largest in Europe and 3rd largest in the world. The Company has sole ownership of the intellectual and industrial property rights and holds the design responsibility for the MiniCargo and new Doblo models. With a ratio of annual R&D spending to net revenues as high as 4%, Tofaş has exceeded global standards in terms of R&D investment.

Otokar won the 'Grand Award', the highest award in Europe in the medium-size bus category, with its Vectio 250T model, which the Company designed and of which it owns the intellectual and industrial property rights.

Leaders of the Patent League

Patent culture and intellectual property rights are important indicators of ownership of technology. Every year Koç Group companies file over 200 patent applications. Arçelik owns more than one third of international patent applications from Turkey with over 130 filings every year. In 2008, the Company became the first and only Turkish company to be listed among the global top 500 companies in the World Intellectual Property Organization list. Arçelik was awarded for the highest number of patent applications, highest number of patent registrations, and highest number of international patent applications.

Ford Otosan garnered a Patent League award in 2009 for taking 3rd place among Turkish companies for the highest number of patent applications and the patent registrations held. Türk Traktör filed for 14 patents in 2009 while Tofaş received 28 patents with 11 inventions.

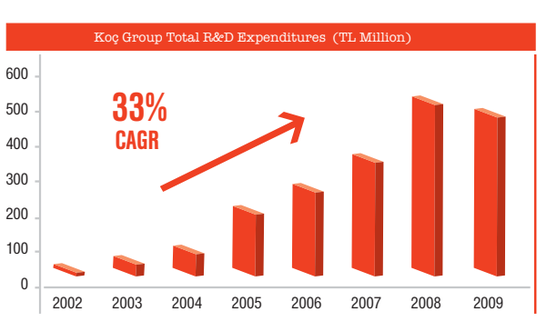
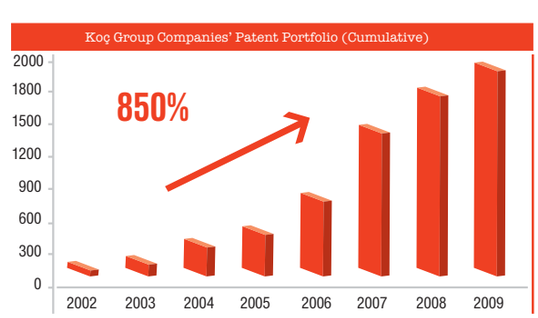
Supporting National Defense Industry

Otokar is the prime contractor on the ALTAY National Tank Production Project which was officially launched in 2009. 75% of Otokar's revenues are generated from self-designed and produced vehicles and in 2009 the Company continued to add new vehicles and series to its product range where the full intellectual property rights and the designs are owned by itself.

Committed to the Environment

As part of its endeavor to protect the environment and nature, Arçelik launched the least energy consuming washing machine in the world with 30% lower energy consumption than competing Class A products; the first A++ No-Frost refrigerator, with the least energy consumption in its class in the world and the fastest washing machine in the world with the least water consumption (7 liters). In consumer electronics, the Company developed the Eco Panel LCD televisions that provide 45% energy savings and consume zero electricity in stand-by mode.

Launched in 2009 after 4 years of intensive research, Aygaz Euro LPG+, otogas with additive, provides lower consumption and a more environmentally friendly fuel alternative.
Ford Otosan's "Hybrid Transit Project" and Türk Traktör's Narrow Orchard tractors are among the other environmentally friendly products developed by the Group companies.

Tofaş MiniCargo and new Doblo models reduce the CO_2 emission by at least 15% with the start stop system they use. The Company is also manufacturing vehicles that operate with alternative fuels such as natural gas.

As a result of the investments Tüpraş has made, all fuel products sold in Turkey are in compliance with Euro V specs and their values are equivalent to those of EU countries.