

We illuminate the future with our values.

KOÇ GROUP CORPORATE VALUES

The corporate values set by our founder Vehbi Koç will continue to lead our Group in the future, just like they have in the past.

The customer is the focus of everything we do.

Our top priority is to create value for our customers and to respond steadily to their expectations with quality. It is our duty to take responsibility for our products for the long term.

To be “the best” is our ultimate goal.

To be the best in quality, service, supplier, and dealer relationships; to be the most lucrative investment opportunity for our shareholders; and to sustain this public image are our primary goals. To achieve these goals we are committed to managing our businesses to be the leader in the market.

Our most important asset is our people.

The quality of our products and services is based on the quality of our human resources. For the continuity of the Koç Group, we follow a policy of recruiting the best professionals, and providing opportunities for development and advancement. To fully utilize the talents, strength, and creativity of our employees, we create a work environment which nourishes increased productivity, cooperation, and solidarity.

Creation of wealth for continuous development is our key objective.

Creation of value for our shareholders is a guiding principle to assure continuity of service, investments in our future, and contributions to the economic and social development of our employees and our society. Therefore, creation of value, elimination of waste, and efficient utilization of all resources are our key objectives.

Honesty, integrity, and superior business ethics are the foundations of our behavior.

We conduct our business in good faith and manage all our business relations ensuring mutual benefit and fair treatment. We are committed to conforming at all times to the highest ethical and legal standards. We are a leader in serving our society and safeguarding the interests of future generations. Protection of the environment and promotion of a higher level of environmental awareness are our duty to both our country and the world.

We aspire to strengthen the Turkish economy from which we derive our own strength.

Vehbi Koç
Founder of Koç Holding (1901 - 1996)



This is my code: I live and prosper with my country. As long as democracy exists and thrives, so do we. We shall do our utmost to strengthen our economy.

As our economy prospers, so will democracy and our standing in the world.