



“This is
my code:
I live and
prosper with
my country.”

Vehbi Koç

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Koç Group Corporate Values

The customer is the focus of everything we do.

Our top priority is to create value for our customers; 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; as an 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 people. For the continuity of the Koç Group, we follow a policy of recruiting the best people, and providing opportunities for development and advancement. To fully utilize the talents, strength, and creativity of our people, 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 people and our society. Therefore, creation of value, elimination of waste, and efficient utilization of all resources are key objectives.

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

The conduct of our business is pursued with good intentions, mutual benefit, and fair treatment in all our relationships. 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.