



Press Release

October 29, 2022

**Togg Technology Campus opens with a ceremony on October 29th, the C SUV rolls off the mass production line**

## **Togg chooses the direct sales model**

**Togg Technology Campus, the construction of which began on July 18, 2020, opened with a ceremony on October 29 Republic Day of Türkiye, attended by President Recep Tayyip Erdoğan. During the inauguration, Togg's first smart device, the C SUV, rolled off from the mass production line.**

**Preparing to launch its first born electric smart device in the first quarter of 2023, Togg announced its sales strategy and user touchpoints at the inauguration. Togg will make direct sales in a hybrid structure with a user-oriented approach for the first time in Türkiye.**

Founded with the aim of creating a global brand with 100 percent Turkish intellectual and industrial property ownership and forming the core of the Turkish mobility ecosystem, Togg has achieved another important milestone with its vision of "More than a car". Togg Technology Campus, the foundation of which was laid on July 18, 2020, opened with a ceremony on Republic Day of Türkiye with the participation of President Recep Tayyip Erdoğan. At the ceremony, which brought together President Recep Tayyip Erdoğan and First Lady Emine Erdoğan, as well as the Presidential Cabinet, Togg shareholders, Togg Board Members, Togg associates and a large group of guests, Togg's first smart device, the C SUV, rolled off the mass production line.

### **"We will be on the roads in 5 months"**

The ceremony started with the performance of the National Anthem by a symphony orchestra accompanied by production robots.

"We seized the opportunity in this era of technological transformation and set out to produce more than a car. We are starting mass production with our first vehicle. When we complete the tests, that is, after about 5 months, Togg's first smart device C SUV will be on the roads." Togg Chair Rifat Hisarcıklıođlu stated.

### **"Those who puts the user in the center are more successful"**

At the opening ceremony, Togg CEO M. Gürcan Karakaş announced Togg's sales strategy and user touchpoints for the first time.



“In global competition, those who puts the user at the center are more successful. We will bring our smart devices directly to our users and organize sales directly ourselves. We will serve in a hybrid structure that puts the user at the center and blends digital and physical experience. Our goal is to provide users with a faster, more effective and more efficient experience. Indeed, even conventional OEMs do not sell their new generation electric vehicles through dealers. In November, we will launch our first touchpoint in Zorlu Center in İstanbul. By 2023, the number of touchpoints will reach 19. Our after-sales touchpoints will be ready at 20 locations in 7 regions by the time the pre-order period begins.” said Karakaş.

**“We will announce our digital products very soon”**

Karakaş stated that as a technology company, they are working on different digital products as well as smart devices and added, “We will start announcing our digital products very soon. We focus on strategic areas such as mobility solutions, big data, cyber security, fintech, blockchain, gamification, smart grids and mobility services. Our goal is to offer our users an seamless mobility experience thanks to digital services such as smart living, e-wallet, remote update and smart connectivity.”

**“This is a 100 percent national project with us behind the wheel”**

“From the beginning, we have stated that we set out to produce more than a car. At this point, we have managed to build a thriving ecosystem around our smart device. In line with our USE CASE Mobility® vision, which represents the user-oriented, intelligent, empathetic, connected, autonomous, shared and electric features of our smart device, we have engaged in valuable collaborations to grow the mobility ecosystem and develop new technologies. We started positioning our brand on the world’s most reputable technology platforms. Togg Technology Campus, which is ‘More than a Factory’ with its functions, smart and environmentally friendly features gathered under the same roof, has the cleanest paint shop in Europe. For global competition, we formed teams that bring together the best of our country and the best of the world.” M. Gürcan Karakaş stated.

**President Erdoğan at the ceremony area in a red C SUV**

Following the speeches, the first smart device C SUV rolled off the mass production line with a live broadcast from the assembly facility. President Erdoğan arrived at the ceremony area amid the applause of Togg employees with a red C SUV that had just rolled off the mass production line. President Erdoğan was welcomed on stage by Togg shareholders.

**HIGHLIGHTS OF THE INAUGURATION OF Togg TECHNOLOGY CAMPUS**

**Robots planned for production accompanied the National Anthem**

The ceremony started with a show combining technology and art. Togg Symphony Orchestra put on a new generation artistic performance that emphasized Togg’s vision of duality by combining human and technology. In the show, the 50-member orchestra performing the National Anthem was led by a robot together with new media artist and award-winning composer Mehmet Ünal, while robots on the production line accompanied the performance of the National Anthem.

**Togg technologies transformed into art**



# Togg

Togg expresses the concept of USE CASE Mobility®, which it defines as user-centric, smart, emphatic, connected, autonomous, shared and electric, through digital art. Güvenç Özel, a renowned cyber-physical architect and new media artist, named one of the “Most Influential Turks Living in the US”, brought artificial intelligence and art together for Togg. Güvenç’s work titled “Interface”, which was first shown at CES, is exhibited at the Togg Technology Campus with one of the world’s largest digital print art applications. Applied on a total area of 4,200 square meters the artwork attracted the guests with a height of 20 meters and a width of 200 meters. “Interface” emphasizes Togg’s technological approach to transportation, urbanism and contemporary life.

At the same time, Güvenç Özel’s installation “Spectrum”, which had its world premiere at Contemporary İstanbul, is installed at Togg Technology Campus for the opening. The artwork encompasses three different elements: The figure of a six-meter-wide, fully mirrored sphere standing on the sea, a two-dimensional screen and a three-dimensional version of the cube. With the artwork, a spectrum of reality is created thanks to this triple array and the experience of a journey from a physical perception of reality to a virtual perception of reality is offered.