

## New Temsa busses designed by Pininfarina launched in Belgium

Torino, 18th October 2013 – A new range of **Temsa busses** with **exteriors and interiors designed by Pininfarina** has been presented today at Busworld in Kortrijk, Belgium (18-23 October 2013).

Temsa introduces new LD line targeting intercity and touring segments; all the models exhibited at Busworld Kortrijk are equipped with Euro 6 powertrain. Temsa puts highest emphasis on quality, reliability and longevity of the products.

Starting point of the new LD project is the proven success of over 3500 Temsa vehicles – models namely Tourmalin and Safari – sold over the past decade over 30 countries in Greater Europe. New LD design **developed by Pininfarina** is focused on the following operational needs and total cost of ownership criterias of Temsa customers and fleet managers: low fuel consumption; easy maintenance and service; top priority to passenger comfort and expectations; driver friendly cockpit & design. Goal the company achieved with the new LD range is a highly modular chassis & body that can well be adapted to the various operational needs of customers with low operational costs versus high durability.



The new LD Coach is the successor of Bus&Coach Masters tradition. It is simply the clever “commercial decision” – with:

- design features available in both 12 and 13 meters, offering 6,5 m<sup>3</sup> and 7,5 m<sup>3</sup> luggage capacity respectively
- all options designed and focused to increase customers profit as 3rd door for disabled access / toilet / kitchen unit / refrigerator / audio & video systems / customized interior.

Temsa Global is part of the Sabanci Group, which is one of Turkey’s leading industrial and financial conglomerates. Temsa manufactures and distributes buses and coaches with its own brand in domestic and international markets. Having significant competitive advantages in the industry, Temsa sells its products to 64 countries in addition to Turkey. In 2012, Temsa exported % 60 of its total bus and coaches production; % 90 of total exports went to Western Europe and the US, while the remaining was shipped to Eastern Europe and CIS countries.

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