

TWENTY YEARS OF BUSES WITH THE STAR

The Mercedes-Benz Türk plant in Hoşdere is celebrating the 20th anniversary. Four models manufactured in the Mercedes-Benz range and about 4,500 buses per year

The production site of the Daimler Buses segment at the very east of Europe has celebrated the 20th anniversary. It's the Hoşdere facility located in the Marmara region, Turkey, on the European side of Istanbul, headed by Mercedes-Benz Türk AS, the Turkish subsidiary of Mercedes-Benz.

The plant in Hoşdere produces annually about 4,500 buses, around a third are registered in Turkey and the remaining two-thirds of buses produced here being exported to Europe and to the neighboring Middle East. The production plant on the outskirts of Istanbul is one of the largest facilities specializing in the construction of buses in Europe. The plant produces four different model series, the Travego, Tourismo, Intouro and Conecto belonging to the Mercedes-Benz. Since recently have been built at Hoşdere the Setra S 415 UL business and S 416 UL business

models from the Setra MultiClass 400.

The functioning of the Mercedes-Benz brand in Turkey is still going well over the past twenty years of the plant settled in Hoşdere. It is necessary to go back almost half a century dating back to December 3, 1966 when Daimler-Benz AG joined forces with two Turkish partners to establish the Otomarsan A.Ş. (Otobüs ve Motorlu Araçlar Sanayi), a company owned by Daimler-Benz Ag with an initial 36% share.

That operation highlights that the German manufacturer was an early adopter of the concept of globalization, recognizing the opportunities that this brought in terms of production strategy. In Germany of that time, there were still a dozen bus manufacturers. This is further underscored by considerable investment into its Turkish subsidiary: about 885 million Euros invested in the production





THE HOŞDERE FOCUS ON QUALITY

The Hoşdere manufacturing plant covers a total area of 360,000 square metres, with buildings occupying 139,000 square metres. There are about 3,300 highly skilled employees. The factory is a full plant for all steps in bus production and features a body shop, paint shop, assembly lines, finishing assembly till the vehicle service tests. There is a precise focus on quality that is manifested in each step, from the welding performed by two welding robots till inspections and several tests carried out after assembling. Afterwards, each bus is subjected to a 15-minute rain test. Each bus is then driven on the company-own test rack. It simulates extreme twists as well as rough cross ruts and also includes a function test of the anti-locking braking system on an irrigated skid pad. This is followed by a test drive on public roads over a distance of 50 km on a defined route. In addition, one vehicle from each

model series is audited a month. This involves an extremely thorough inspection that takes two whole days. The material procurement and warehousing is of particular importance to the Hoşdere bus plant. The plant handles about 24,000 different purchased parts and manufactures another 6,000 different parts in-house. There is a special emphasis placed on training. The company offers more than 40,000 hours of continuing education a year for its employees. It takes care of the personnel offering training in the fitness rooms, health care and programs for the employees' children during the summer and winter breaks.



years more than 21,000 units of this model series have left the production line.

Right from the beginning, the plant also produced the urban bus O 405 in both rigid and articulated variants.

Then they were added the tourism coach Travego, the Intouro

intercity bus and the Conecto for the regular bus services, a model originally intended mainly for Eastern markets. All of these models also Mercedes-Benz branded.

Since 2014, the Setra S 415 UL business and S 416 UL business of the MultiClass 400 range have been added.

Manufacturing activity in the Hoşdere has steadily grown over time as well as investment into the structure and nowadays the facility is a highly significant player in Daimler Buses' coordinated European production system.

Dr Holger Steindorf, Head of Production at Daimler Buses, witnessed the beginnings of MB Türk and the opening of the Hoşdere facility himself, and says today: "I am delighted to see the positive progress that has been made at Hoşdere. The employees in all areas here are professionally extremely competent, deliver a high standard of quality, are clearly extremely committed and continue to make the success of our bus manufacturing facility their focus".

Today, Daimler AG holds a 67% interest in Mercedes-Benz Türk. The decision to invest in the Hoşdere bus plant has resulted in more than 75,000 buses produced in these two decades, vehicles exported to over 70 countries worldwide.

of buses in Turkey since the launch in 1967. Mercedes-Benz O 302 historical model was built under license from 1968 on. Just a couple of years later the manufactured buses start being exported.

Following an increase in Daimler-Benz AG's

shareholding to 50.3% in 1989, the Turkish subsidiary changed its name, on 11 November 1990, to Mercedes-Benz Türk A.Ş.

The Hoşdere bus plant was built in 1994 and was officially opened on June 10, 1995. It featured a covered production area of 30,000

square metres and had an annual production capacity of 2,000 vehicles.

The production breakthrough came with the Mercedes-Benz O 350 Turismo. For the Turkish home market, the model was available under the O 403 designation. In the 20



1995 - Turismo O 350



2015 - Turismo, Intouro, Travego, SETRA UL Business, Conecto



2015 - Mercedes O 403 and Travego S