

Tofaş begins production of Aegea

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Plans to export model to US from May

Tofaş started production of the hatchback version of the Aegea car at its plant in the northwestern Turkish city of Bursa yesterday (12 April), according to a report by the *Hurriyet Daily News*. The vehicle measures 3,955 millimetres (mm) in length, 1,790 mm wide, and 1,500 mm high. It has almost the same design as the sedan version of the model. The automaker will start exports of the model, badged as the Dodge Neon (sedan and hatchback), to the United States in May, according to Koç Holding CEO Ömer Koç. The automaker aims to produce more than 100,000 units of the Aegea nameplate in 2016 and export around 90% of them.



Significance: Tofaş is a joint-venture (JV) between Turkey's Koç Holding and Italy's Fiat. The JV's plant in Bursa has an annual production capacity of more than 300,000 units. The Aegea family is composed of three models: a sedan, a hatchback and a planned station wagon (estate). The sedan version of the Aegea was launched in Turkey in November 2015). The vehicle was the first result of a huge investment programme undertaken in Turkey by Tofaş. In 2015, around 10,113 units of the Aegea were produced and 2,058 units were exported to 40 countries, according to IHS data. We expect that in 2016 roughly 101,380 units will be produced and more than 55,000 units will be exported to over 45 countries. Tofaş' decision to export the vehicle to the US is in line with the automaker's plan to achieve its export target. Recently it was reported that Tofaş would begin exports of the Aegea sedan, badged as the Dodge Neon, to Mexico .

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