

TOBB President M. Rifat Hisarcıklıoğlu:

Thanks to TOGG we gave our rivals a response that we too eye the future

The serial manufacture of TOGG, Turkey's car and its visionary project whose branding and manufacture infrastructure has been set out. TOGG is a new source of challenge and pride for us. Thanks to it, we enter a new area of competition in which we challenge the whole world "we too are ready for it".

Automotive industry is among those that leads and helps grow industries and technology. Though we are behind as a nation, as the advancements in tech industry continues, there lies a new period ahead for the automotive industry. With smart devices whose intellectual and industrial property rights all belong to us, we enter a new era at a very critical time giving our rivals a rightful message "we are ready for the future as well." The opening of Gemlik Campus took place on 29th Oct., which had begun in 2019 to house the serial manufacture of Turkey's new visionary project, its first car after a long while, TOGG has seen some great progress in terms of branding and manufacture. Over 1.2 m m2 land and 230 k m2 closed space and currently office to 1.3k employees, the campus is home to R&D, design centre, prototype development, test, strategy and management offices.

TOBB is one of the partners

Manufacture of the domestic car coordinated by TOBB begun on 2nd Nov on behalf of Turkey's Joint Automobile Project Initiative brought together Anadolu Group, BMC, Kiraça Holding, Turkcell and Zorlu Holding; in addition to that 5 companies, TOBB was also given a 5% share.

TOGG registered its C-SUV and sedans in EU, China and Japan. For one of the most critical components of electric car manufacture, local production of battery modules and packages, a big name in the industry, Farasis has been chosen as a partner. A European office to monitor and develop mobility solutions against global user expectations and based on user research data was opened.

The car company with the highest paid capital

With a capital increase, round 996 MTL, TOGG became the highest paid capital car company in Turkey and the shares division has thus been modified. Kiraça Holding which did not partake in the capital increase lost its shares to the others. The shares of Anadolu Group, BMC, Turkcell and Vestel rose from 19% to 23% each and TOBB's to 8%. Later the company capital was increased to 2.6 billion TL.



TOGG user lab that will research test and deliver its tech has been activated in the silicon valley. In order to develop auto and non-auto energy-storing solutions, a company named Siro Silk Road Green Energy was opened by TOGG and Farasis. The plant that will address battery production for local and international demand will be built near the campus over a 600 K m2 space.

TOGG received a charging network provider license from the Energy Market Regulation Body (EPDK). Siro completed the trial and production phase of the first prototype battery for use of electric car and others that it had begun working on the Gebze plant. The 1,6 km test track that will be used for quality assurance and product development purposes such as high speed, uneven road and special manoeuvres has also been developed. The electric car that features the longest axle distance in its segment and is native an electric-powered vehicle also stands out with its tech specs. It will reach a 80% battery capacity in less than half hour with speed charging. The native modular electric platform will have a 300+ and 500+ km range options, will be connected to the centre and get updates constantly via 4G/5G connections.

The car that features advanced battery and active thermal management systems will have a long battery life package, and will see the 100 km under 7,6 seconds with its 200 hp and 4,8 seconds with its 400 hp models. In line with EURO NCAP 5 star regulations, the platform-integrated battery will have a high impact resistance and 30% more torsion resistance.

It will directly reach the customers

To be close to the user, there shall be a hybrid digital and physical sales channel logic without a reseller network. Customers shall be sold the products directly and sales organised first-hand with the first point of customer contact centre to open in Istanbul this year that will reach a total 19 centres in 2023. Post-sales contact points including mobile and stationary service points shall be ready in 20 centres in 7 regions before the

pre-sales process takes place.

As for the colours; Gemlik Green, Kula Grey, Oltu Black, Cappadocia Beige, Pamukkale White and Anadolu Red has been selected. Currently 1400 people work in the campus and when the production capacity reaches 175 K per annum, a total 4.3 K people will be employed. Until 2030, over a single platform and 5 different models a total 1 mil vehicles are planned for manufacture.

In an age and time when technology and paradigms change and there are new opportunities for new players, TOGG which is much more than just a car project shall be up and running in the centennial of the republic. Its first C segment SUV will hit the markets following which its sedan and hatchback models will see the production line. In the following years, the addition of B-SUV and C-MPV models to the family, the 5 model production range with the same DNA shall be complete.

Domestication rate is 51%

Pre-orders shall commence as of February 2023 and there shall be a total manufacture of 20 K in the first year. Following the domestic traffic debut, it will hit the European roads in the next 1,5 years. Sedan model will be in the markets in the first half 2025 with the manufacture goal set at 1 mil until 2030. Public will buy a no of 30 K until 2035. In order to support the whole ecosystem, on top of the current 19, another 300 shall be commissioned. It is a completely local and national project with all industrial and intellectual property rights belonging to Turkey 100% as locality today means not the origin of its individual parts but rather its intellectual/industrial property rights. For the first vehicle, 75% of suppliers are local. When this ratio is evaluated, it means a 51% locality. The goal is to increase this to 68% over three years.



The consecutive shocks in the last 15 years have largely reversed the effects of pre-dominant international economic tendency of the Cold War era. However, although the output

surrounding the death of globalisation is much too exaggerated, problems in the trade and supply network continue to be a major headache both for governments and companies worldwide. This post-global

economy in place in order to cure these headaches means new opportunities for the leading economies. Therefore, the developing economies that correctly understand and address these developments are likely to

get ahead in the race with their proactive approach. Thus it is meaningful to have a look at what the major players that form the big picture is doing politically in terms of post-global economy. It is important now to note real economy, labour and locality is joined together round productivity.

As on emay well remember, it is largely stated these days that China which has capitalised most on the global trade growth is expected to be the worst loser in the next 10 years thanks to the likely major shift to friends shoring and anchorage again (the concept in which secure trade precedes free trade). In addition to that, it is widely discussed these days that with the new CHIPS Law USA is mimicking China in importing inefficient industry policies from them – once a major topic of criticism. A new era of problems here is said to be beginning for the competitive US industries. On the European Side, it is commonly discussed that Germany as a locomotive needs to continue its position finding a way to vary its foreign trade. Furthermore, Chile and Malaysia perfectly show how other developing countries can manage to escape the median income trap despite problems in global values chain.

Who shall fill the boots of the weakening current paradigm

So if the paradigm of globalisation is really weakening, what approach or notion is likely to replace it? What road map lies in store for the new economic model agenda? What roles do the global players that have impact on the political interest rates employ here? Does the market economy that is far from production and prone to unlawful income and forgery worth billions of dollars near an end? It is possible to produce many more questions like that; yet let's get back to our course before we go further off topic.

In other words, a new type of globalisation that is further suppressed and at the same token more sustainable and with more longevity is being incepted. On the other hand, the financial sector agrees that a new common approach is being shaped round the concept of 'productivity' that rejects consumption and globalisation and champions real economy, labour and locality. Therefore, the developing economies that see to this well will have a chance to get a bigger proportion off this new layered

economic model since it is very well apt to say now that 'the cards are being redealt at the time.'

A new paradigm centring round productivity is born

First of all, let's make a comment on a micro level to give this piece a bit more depth. We can now easily say that a new approach is being shaped whilst talking about global economy. A big new approach is repeatedly seen when talking about global economy in which an economic policies framework based on production, labour and localisation instead of finance, consumption and globalisation is championed; and this approach is not far from turning into a new political model that fosters all the dreams within the political spectrum. Of course, here Europe must refrain from its recent stance of radicalisation and conflict based on nationalistic idealism. Let's try and explain this evaluation from the example of USA which is a major leading global economy as well as one that added globalisation in to our dictionaries as a means of growth.

In order for an economic paradigm to succeed, even the pseudo rival countries must begin to centralise it. We can only talk about a successful new paradigm that is hungry for major acceptance just like once globalisation was when rife worldwide and adopted as a new wave of change and development like a recipe for salvation.

Just like it once did in the past whilst centrestaging globalisation, USA already began work towards this purpose. As one may well remember, it took as much support from the conservatives as it did from the democrats during the Keynesian Welfare State Summit.

In USA, Conservative presidents Dwight Eisenhower and Richard Nixon completely purchased the basic principles of the paradigm (through regulated markets, redistribution, benefits and non-circular macroeconomic policies) and worked to expand the social welfare programme and strengthen the workplace-related and environmental adjustments. The politics that was followed back then was akin to neoliberalism. The thrusting force of this concept came from economist a politicians for the likes of Milton Friedman, Ronald Reagan and Margaret Thatcher that were religious followers of such an approach. However, the eventual domination of the paradigm was

considerably tied to the leftist leaders like Tony Blair and Bill Clinton who had already heavily internalised this approach of market-favouritism. Whilst these leaders were working to achieve deregulation, financialism and hyper-globalisation, they showed only surface level loyalty towards combating inequality and rising economic insecurity.

Productivity never trusts the markets; rather invigorates the local communities

As of today, we can talk about a global economy that is just in the middle of a transition moving far away from neoliberalism. However, it is utterly vague what is going to replace it. Surely, the absence of a solidified paradigm does not necessarily mean negative. The presentation of certain plans of some countries with different conditions and needs (Russia) based on geopolitical reasons is only hindering this wave of progress. If the economic policy in the midst of this all soul-searching is orchestrated right by a vitalising force, there could be space for discussion of real problems of the world, which have far been neglected. History shows that as neoliberalism wanes, the space it leaves behind is to be filled by another paradigm that is looking to surface. When present political polarisation is taken into account, it might seem far-fetched. In fact, there are signs of imminence.

In particular, there might arise a new two-way unity of agreement round productivity, which underlines the fact that productive economic opportunities have reached all regions and all walks of life. In contrast with neoliberalism, productivity attaches a critical role to governments and NGOs in attaining that. It trusts the markets only a little, doubts the big corporations and supports production and investment instead of finance and invigorating local communities instead of globalisation. Productivity at the same time departs itself from the concept of Keynesian Welfare State by focusing more on source-oriented pre-cautions rather than macroeconomic administration as well as fair and pluralist redistribution and social transformation. Productivity in fact is the reflection of an effort full of smile for the developing economies different from both its predecessors by stating a lesser animosity against economic populism and reflecting less scepticism against technocrats.