

Hıdırusta At 20 Age

Focusing on making up asset for its all business partners along with innovative products, services and solutions, Hıdırusta is enjoying proud of leaving behind its 20 years

In 1977, setting out with the mission "Your Spare Parts Warehouse", Hıdırusta Automotive, which launched its operation with heavy vehicle spare parts wholesales, continues with its widened product range and branch offices across Turkey. We talked 20-year journey and future targets of the firm with Rıza Şahin, Director General of Hıdırusta saying, "We thank all our employees and business partners with whom we have written our success story together. We are ready to make much more breakthroughs, because our real journey is now starting."

Q- Primarily, if you wish we begin the foundation story of Hıdırusta.

A- The history of our company under the flag of Hıdırusta which celebrates its 20th anniversary goes back to the 1970s. Today, "distribution of spare parts wholesales" is on the limelight of our company which started with retail sales at the market of spare parts for Mercedes Benz and MAN vehicles in 1978. We are in debt many things to our dear elder who known as Hıdır Usta in our company, the late Hıdır Şahin who laid the foundations of our company and left a very valuable legacy to us. For this reason, we commemorate Hıdır Şahin whom we lost early with mercy. We will continue to do our best in order to let his heritage live altogether and carry to upper levels.

Trio of Hıdırusta

Q- What are the values that take Hıdırusta - which has been built on the strong bases - from past to date?



Mr. Rıza Şahin

A- We have human resources that manage our business in the best way, as well as technical information and accumulation. Offering products and services to meet satisfaction of our all business partners in the upper level, using the technology to improve our working processes and facilitate life of our all shareholders, contributing development of our sector have become our most important objective from past onwards. While exerting efforts continuously in order to fulfill the targets of our vision, at the same time we also try to be an example with our passion to our work, consciousness of honesty, soul of entrepreneur and innovation. All of these values, which are guidance in our all works we make, constitute the basic stones of our company.

Q- Since the beginning to date in the spare part sector making principle of "Change and development" itself, has Hıdırusta

been in which point today?

A- As Hıdırusta Automotive, today we distribute in over 2000 locations in line with our mission "Your Spare Parts Warehouse". Today at the background of our success that we have achieved there is our product range, widespread distribution network and strong business partners share the principal roles. Serving in engine, transmission, differential, electrical, body shop, chassis parts, truck and air springs, in this scope our company represents more than 60 world brands. We sustain our sector leadership in supplying parts of MAN and Mercedes heavy vehicles. We have also started supply of DAF, Volvo, Renault, Scania, Iveco and Ford brand commercial vehicles. We can say that we have accomplished a quick growing acceleration in a short time. As for the year 2017, we have made a decision to enlarge our route with light commercial vehicles following heavy vehicles and we

YEDEK PARÇA DEPONUZ



MERKEZ



ANADOLU YAKASI



SAMSUN



İZMİR



ANKARA



GAZİANTEP

are continuing the infrastructure works in this issue.

Q- Branching steps are a crucial milestone in the past of Hidirusta... today do you reach your customers in how many points? Do you have new plans to add new ones onto this chain?

A- We stepped into branching activities firstly in late 2013 and we have commissioned our branch in Gaziantep. Soon after, the branches in Ankara, Samsun and Izmir have appeared. The last coil of the chain our branch in Istanbul Anatolian side opened in September 2015. In addition to our headquarters in the district of Basaksehir, Istanbul, our branches in 5 different locations clinched our logistic power, increased our customer satisfaction. One of the most important one, we have reached the position being able to serve as "Spare Parts Warehouse" of our customers in real meaning thanks to our strong stock structure. In a short time having not any new branch investment plan, we aim to wave the flag of Hidirusta totally in 10 different points of Turkey in the framework of our plan for 2020.

"Responsibility in our blood"

Q- One of the areas where you have intensified in recent times is social responsibility projects... Which headlines are there on your agenda with this purpose?

A- Since the first day to date, we



try to touch much more people, make up value. In recent years, our social responsibility and sponsorship projects embodied much more and have won an institutional identity. The first example in this area was the support to the Turkish Psychologists Association following mining accident which suffered in the district of Soma.

Last year, we have taken step of a long-running cooperation with Private İkitelli OSB Occupational and Technical Anadolu High School that features as an indicator in giving importance to occupational education. And we have assumed print of occupational books for over 600 students in the department of Automotive Technology in the school. Our project is continuing with the organizations in order to allow the students know the sector closely. As for our last project, is the project "Responsibility is in our Blood". In this context, we have held blood donation organization with wide participation of our staff and business partners. This is the first step of the project that will

continue in the upcoming years too. As for our theme for 2017, we have designated "green" and we are also continuing "sapling donation" organization this year that we started last year special to Forest Week. The orders that we get in the scope of Forest Week, we transform to sapling and leave heritage to next generations.

"We Look at Future with Hope"

Q- Will we see Hidirusta where in the next 20 years?

A- We look at past with proud, as for the future with hope. Primarily, we offer our thanks to all of our employees, business partners and customers who contribute us with their effort, self-scarification and commitment. In the next process, we aim to benefit from the opportunities via technology, strengthen our product portfolio, to develop projects which would add value much more both to our business partners and society. Another crucial mission of ours is to contribute to the development of our sector. We will sustain to take powerful steps under Turkey's pioneer Spare Part Distribution Network, TATCOM umbrella of which we have taken place among the founders, will take an active duty in Automotive Aftermarket and Service Association (OSS) and in the works of 52nd Committee of Istanbul Chamber of Commerce.