



AIATA ANNOUNCES APPOINTMENT OF HAKAN KEFOĞLU AS GENERAL MANAGER

Istanbul, Türkiye – AIATA, the boat brand developed by Anadolu Motor and part of the Anadolu Group brand portfolio, announces the appointment of Mr. Hakan Kefođlu as General Manager of Anadolu Motor Üretim ve Pazarlama A.Ş.. In this role, Mr. Kefođlu will oversee the company behind the development and production of the AIATA brand.

Mr. Kefođlu brings more than twenty years of experience in international business development, export management, engineering and commercial strategy across a variety of industries, including automotive, consumer goods and manufacturing.

Most recently, he served as R&D Group Director at Anadolu Isuzu, a role he held from 2023 until his appointment at Anadolu Motor. In this position, he was responsible for overseeing the company’s research and development activities, managing cross-functional engineering teams and contributing to the development of new technologies and products.

Prior to this, Mr. Kefođlu served as Commercial Functions Group Director at Anadolu Isuzu, after spending six years as International Sales Director between 2015 and 2021. In that role, he led the company’s international sales operations, developed overseas business opportunities and contributed to the expansion of Anadolu Isuzu across numerous foreign markets.

Throughout his career within Anadolu Group, Mr. Kefođlu has consistently held positions with a strong international and commercial focus. Since joining the Group in 2010, he held export management roles at Ana Gıda before moving to Anadolu Isuzu, building extensive experience in international markets, export development and global business relationships.

A graduate of Koç University’s Department of Business Administration, Mr. Kefođlu speaks English and German.

“I am honored by the trust placed in me and grateful for the opportunity to contribute to Anadolu Group’s industrial strength through a new and exciting sector,” said Mr. Kefođlu. “AIATA combines the Group’s long-standing engineering and manufacturing expertise with a dynamic international outlook, and I look forward to supporting its next phase of technological and commercial development worldwide.”

“Mr. Kefođlu’s extensive international background and deep knowledge of sales, export development and business growth make him ideally positioned to lead Anadolu Motor and support the continued international expansion of the AIATA brand,” the company said.

AIATA

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Aiata is the preferred choice for aspirational boaters, who value flexibility, comfort, and craftsmanship. Manufactured by Anadolu Motor / Group in Türkiye, Aiata boats continue the company's 50 years of expertise in engine production and marketing. Backed by the scale and industrial strength of Anadolu Group, a global organization operating in 20 countries with more than 80 companies, around 100 production facilities, and over 100,000 employees worldwide, generating approximately USD \$18 billion in annual turnover, Aiata benefits from robust financial resources, advanced production infrastructure, and a deeply rooted engineering ecosystem. High-powered and modern, Aiata boats are created for future raising the bar in innovation and quality. Aiata builds in an owned facility of 10 thousand square meters located in Çayırova.

The company delivers modular, multipurpose vessels backed by expert technical know-how. Aiata boats prioritize comfort, livability and safety, ensuring a smooth and enjoyable boating experience, with the reliability every sea lover can count on to navigate to their dreams.

Aiata derives from "Ay Ata", signifying "Grandfather Moon", in relation to Turkish mythology. Throughout history, the Moon has held a significant importance for seafarers due to its control over the Earth's tides. Aiata is the guiding beacon of the seas.

Press contact - Sculati & Partners

Marcello Conti | +39 393 562 7613 | marcello.conti@sculatiandpartners.com

Office | +39 02 9935 2500 | office@sculatiandpartners.com

www.sculatiandpartners.com