

VISION

To play a leading role in the industry by providing sustainable and lasting strategic partnerships for the customers worldwide, with our expertise in standard and custom electrical connection systems and solutions for the automotive, white goods, electronics, and industrial markets.

MISSION

To promote ethical business conduct by developing and utilizing innovative technologies with our people-centered approach; to create added value and a competitive advantage for the customers by adhering to our principle of business continuity; and to be the first solution partner that comes to mind for the domestic and global customers through our manufacturing excellence and design competence.

OUR VALUES

Operational Excellence, Innovation, Focus on Sustainable Growth, Reliable and Lasting Strategic Partnerships, Adherence to Laws, Corporate Governance Principles and Ethical Values are our core virtues.

Kerem Üzüm
CEO

