

From HIDIRUSTA, the new generation "Çırak"

With a wide product range, Hidirusta Otomotiv reaches out to 3100 points throughout Turkey, distributing spare parts for commercial vehicles and exports to more than 100 countries. It has made a revolutionary breakthrough to be the first of its kind. The Company has installed Çırak, the first autonomous robot in the spare parts industry, which will save time for its customer orders and will also contribute to reducing their carbon footprint.

■ **From Hidirusta Otomotiv, the new generation Çırak**

Relentless digital transformation in the automotive sector closely affects all processes from production to distribution, and the storage and delivery period. Hidirusta Otomotiv, being forefront pioneers, are employing digital transformation in their strategic



target, while making new investments in this field, and at the same time, taking the traditional master-apprentice relationship to a new dimension. Today, the flagship of a strong group that specializes in all areas of automotive, from production to distribution and from authorized service to e-commerce, has brought together the autonomous robots from the spare parts industry that we normally see mostly in supermarket and restaurant deliveries. Hidirusta Otomotiv has started its pilot application in its head office in Istanbul; delivering orders within 1-2 kilometers to its customers in as little as 10 minutes with its autonomous robot called "Apprentice".

Hidir Emre Şahin, being the CEO of Hidirusta Otomotiv, says: "We have materialized the project together with



H. Emre Sahin, CEO Hidirusta Otomotiv



Çırak in the warehouse and on the road

Due to the Robot's software and hardware, it is possible to make an autonomous secure delivery. In deliveries made with Çırak, users are sent a code. When the robot reaches its delivery destination, the customers are asked to scan the QR code on top of the device and in the opening page, the customers are asked to enter the code and receive the order safely.

■ **Cost effective as well as environment friendly**

The other advantage of Çırak is it uses electricity, thereby not polluting the environment. Hence, making it a more sustainable delivery option.

Furthermore, H. Emre Şahin points out that rising courier costs and fuel costs in the traditional delivery sector have made an enormous impact. Çırak reduces those costs by using electricity as well as having an autonomous drive.

Şahin further emphasizes that Çırak's touch free delivery system is also a big advantage especially in times like the pandemic, where minimizing handling is of the utmost importance; making autonomous robots a more favorable option.

■ **First launch is in Automechanika**

Hidirusta Otomotiv made a debut of Çırak - a milestone in its sector - for the first time at the Automechanika Istanbul Exhibition.

Sectoral representatives have shown a big interest during its launch, firstly watching an introductory film at their leisure. Visitors have found the opportunity to view the Çırak close up where it was exhibited on a stand.

Çırak has drawn the most interest, says H. Emre Şahin and received positive feedback from both the exhibitors as well as visitors. Şahin points out that after the exhibition, they will speed up their work and in the medium term, they wish to provide services with Çırak in all cities where they have branches.

one of our shareholder companies" the company delivers AI technology and plans to offer a new experience to their customers in the ordering process with autonomous driving and navigation technology.

Şahin explains that; distributing to 3100 points in 81 cities, with their 6 branch offices along with a wide supply network, and managing a large logistic operation, further emphasizes that their customers will save time during the delivery period and receive a secure delivery with Çırak.

■ **Six hours unlimited service**

According to the information provided by Şahin, Çırak can work continuously for approximately 6 hours on a single charge and makes an average of 20 deliveries per day.

The robot has a 25 kg loading capacity and can operate at walking speed (average 7 km/h) as it uses the pavement.

