

**Press Release – 23.01.25, Ankara**

## **BVS Cranes Bülbülođlu Vinç Joins TURQUALITY® Brand Support Program on Its 40th Anniversary!**

BVS Cranes Bülbülođlu Vinç San. ve Tic. A.Ş. has been included in the TURQUALITY® Brand Support Program as of January 20, 2025, following an evaluation by the General Directorate of Exports of the Turkish Ministry of Trade.

Commenting on the matter, BVS Cranes Chairman of the Board Önder Bülbülođlu stated: *"Our inclusion in the TURQUALITY® Brand Support Program is a significant step toward achieving our goal of becoming a globally much better-known brand, building on nearly half a century of experience as one of the industry's global leaders. This program holds great value not only for the support it provides to our company but also for the privilege of joining this distinguished family of Turkey's most prestigious brands."*

The success story of BVS Cranes, which began in a small workshop in 1985, has transformed into a global-scale achievement with over 500 employees, manufacturing facilities exceeding 100,000 m<sup>2</sup>, and export power reaching more than 90 countries. The company achieved the distinction of being the first and only crane manufacturer to go public on the Istanbul Stock Exchange in 2023, thanks to its innovative products and pioneering role in the industry.

Highlighting their strong presence in international markets, Önder Bülbülođlu added: *"With our sales and service centers in countries such as Germany, Austria, Switzerland, and the USA, and exports reaching over 90 countries across six continents—primarily in Europe and America—we continue to shape the industry. However, our goals don't stop here. We will continue taking strategic steps to elevate our brand in existing markets and introduce Turkish engineering to new markets. The TURQUALITY® program will be a critical driving force in this journey."*

Finally, Bülbülođlu emphasized their focus on sustainability and innovation, stating that they aim to continue making a difference in the industry:

*"With the strong engineering infrastructure of the BVS R&D Center and BVS Academy, we are developing solutions for the needs of the future in light of science and technology. As we mark another milestone in our global branding journey with the TURQUALITY® program, we remain committed to showcasing the strength of Turkish engineering to the world. We are determined to 'lift the world's burden, all around the world.'"*

### **For Further Information:**

- **Photo Link:**
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