

SEGER R&D POLICY

As SEGER; By adhering to the culture of innovation and sustainable growth in our R&D studies, we aim to continuously improve in technological product design and production in the mobility ecosystem. By prioritizing the responsible management of our resources and sustainable development, we aim to be one of the pioneers of our sector, meet the needs of our customers and contribute to society and development through responsible investment.

Our primary goals in R&D are;

- We take into account strategic goals, technological developments, sectoral and customer expectations, stakeholder expectations, priority sustainable development goals, determine new R&D projects, and plan and carry out the necessary work to implement them.
- We act with an innovative and dynamic R&D approach to meet changing customer needs.
- We follow technological developments closely and aim to meet customer expectations and increase our competitive advantage by adapting them to our products and services.
- We attach importance to cooperation with all our stakeholders. We attach importance to collaborating with academic institutions, research organizations and our industry stakeholders to benefit from collective expertise and resources.
- We plan resources, including financial, human and technological resources, to support R&D initiatives and use these resources efficiently and in line with our strategic goals.
- In our R&D activities, we prioritize the health and safety of our employees and invest in the training and development of our R&D teams to improve their skills, knowledge and abilities.
- We comply with applicable laws, regulations and ethical standards in all our activities.
- We integrate sustainability principles into our R&D studies, taking into account the environmental and social impacts of our innovations.
- We aim to save energy, resources, time and costs by taking into account the product life cycle during the product design phase. Thus, we aim to reduce our environmental impacts and gain competitive advantage.
- We aim to develop and implement sustainable business model innovations that support circular economy principles with an eco-design approach.
- We aim to design longer-lasting products along with energy efficiency and, if possible, to increase the reparability and recyclability of products.
- Lessons learned are important inputs and outputs that we take into account in R&D Projects.
- We periodically review, report and evaluate our R&D projects in terms of their compliance with strategic goals, their contribution and potential contribution.