EVENT REPORT
AUTOMECHANIKA ISTANBUL 2017

06-09.04.2017
11th Edition
TÜYAP Fair Convention and Congress Center, Istanbul

Exhibitors
1,217 (%44 International)

Visitors
43,874 (%23 International)

International Pavilions
12

Invited Journalist
11
from 7 countries
Iran, Israel, Egypt, Pakistan, Russia, Greece, UK,

Supporters
Republic of Turkey Ministry of Economy
KOSGEB - Small and Medium Enterprises Development Organization
TOBB - The Union of Chambers and Commodity Exchanges of Turkey
OIB - Uludag Automotive Industry Exporters’ Association
OSS - Independent Automotive Aftermarket Development Association of Turkey
TAYSAD - Association of Automotive Parts and Components Manufacturers in Turkey
Exhibitors

- **1,217** Exhibitors
- **43,874** Trade visitors
- **35,587 Sqm** (%44 International)
- **2001** First event in Istanbul
- **2017** 11th edition in Istanbul

**12** International Pavilions
- Germany, Czech Republic, China, Hong Kong, Iran, Italy, Morocco, Pakistan, Spain, Taiwan, France and South Korea

**33** Countries Exhibited
Visitors
43,874

%77 Domestic Visitors
%23 International Visitors
More than 100 Countries
Special Sections

Hall 3  Batteries
Hall 7  E-Mobility
Hall 11  Accessories & Tuning
Hall 12  Reifen Tires & Wheels
Hall 12  Lubricants
‘We are proud to organize such a professional and international fair. It serves as a meeting point of new import and export opportunities as well as for business growth. We’re aware that Automechanika Istanbul is not only a trade fair but also an important know-how platform with Automechanika Academy which includes attractive seminars, workshops and events. Our target is to improve the content of the fair and academy every year and increase the contribution of Automechanika Istanbul to the industry,’ said Tayfun Yardım, Managing Director of Messe Frankfurt Istanbul.
"With its enormous international calibre, Automechanika Istanbul gives the opportunity to the companies who would like to expand into new markets. We are glad to be a witness to the high satisfaction of our exhibitors in national and international visitors this year. It is recorded as the most attractive event of the last years in terms of visitor intensity." Alexander Kühnel, General Manager of Hannover Fairs Turkey
The B2B event attracted considerable attention of visitors especially from Europe, Middle East, North Africa and CIS countries. During the four days 43,874 visitors were hosted. Moreover, with the support of Ministry of Economy and Automotive Exporters Union, buyer delegations from Bosnia-Herzegovina, Bulgaria, Algeria, Czech Republic, Morocco, Palestine, Serbia, Tunisia and Greece came to the fair and developed new business relations. Also, in scope of Anatolian Programme, from 29 cities 100 delegations were hosted.
Supporters

- **AASA** - Automotive Aftermarket Suppliers Association
- **APRA** - Automotive Parts Remanufacturers Association
- **ASA** – Federal Association of the Manufacturers and Importers of Automobile Service Equipment
- **EGEA** - European Garage Equipment Association
- **HDMA** - Heavy Duty Manufacturers Alliance
- **KOSGEB** - Small and Medium Enterprises Development Organization
- **MEMA** - Motor Equipment Manufacturers Association
- **OAC** - Overseas Automotive Council
- **OIB** - Uludag Automotive Industry Exporters' Association
- **OTOMDER** - Association of Automotive Engineering
- **OSS** - Automotive Aftermarket Products and Services Association
- **TAISAD** - Industrialists and Businessmen's Association for Specialized Vehicles
- **TAYSAD** - Association of Automotive Parts and Components Manufacturers in Turkey
- **TOBB** - The Union of Chambers and Commodity Exchanges of Turkey
- **ZDK** - German Federation for Motor Trades and Repairs
- **AKUDER** - Accumulator and Recycling Industry Association
- **TOBFED** – Car Care Associations Federation
With the support of TAYSAD, OSS, AKÜDER and TOBFED, Automechanika Academy focused on the future of the industry with various seminars, workshops and events. Seminars were organized on "After-sales trends in the automotive industry until 2030" by OSS, "Career Steps in the automotive sector" by TAYSAD, "Future Battery Technologies" by AKÜDER, "Car Care & Maintenance Sector in Turkey and the Vision for the Future" by TOBFED. In addition, various topics such as tire repair, paint protection, ceramic coating, foil coating were discussed in the workshops that were held on the 12th and 14th halls and car washing training was held by TOBFED.
"E-mobility and Future Technologies" Special Forum and Display Area was organized for the first time this year at the 7th Hall. Suppliers and new entrepreneurs presented alternative driving systems, autonomous driving, future fleet management, intelligent charging stations, data management and alternative fuel technologies in this area. Exciting technological developments in the fields of remote maintenance, tele-diagnostic, batteries and accumulators were discussed.
A retrospective focus on the Turkish rally history, Retro Rally Exhibition was also located in Automechanika Istanbul 2017. Renç Koçibey’s Renault 21 Turbo, Mustafa Koç’s Sierra Cosworth, İskender Atakan’s Lancia Delta Integrale, Hasan Kalaycı’s Murat 131, Levent Pekün’s 124 and Palio, Ford, Escort MK 1 and Escort MK 2 were displayed at hall 10 for four days.
In Hall 9 visitors were able to watch a great live performance by ES Garage, one of the leading workshops of Turkey. During 4 days, a 1987 model M3 sports car was restored using the parts produced by Automechanika exhibitors and ES Garage. This live performance was an enjoyable experience for motorsport fans.
With the contribution of Classic Automobile Club, Automechanika Istanbul hosted the classics which witnessed automobile history.

Rolls Royce Silver Cloud, Mercedes 350 SL, Jaguar MK2 ve Pontiac GTO Convertible exhibited in the Classic Automobile Club’s stand. Anyone interested in classic automobiles got information about the association, events or automobiles by visiting the stand at Hall 14.
The first domestic racing automobile, Volkicar, designed by Volkan Işık to show the power of Turkish automotive industry was also presented at Hall 12.

Volkicar simulator offered the fair visitors the opportunity to taste racing in a peaceful environment.
Automechanika Istanbul has offered entertaining moments with simulators to fair visitors at Hall 14. An airplane simulator rotating 360 degrees, a rally simulator and last but not least a state-of-the-art technology Formula 1 simulator produced by ArcSim in Konya, was at the service of the fair visitors.
Painter and illustration artist Osman Arık received great amount of attention from the visitors with his live performance of automobile drawings last year. Arık, who held his personal exhibition in Automechanika Fair again this year, performed a live session of illustration during 4 days at Hall 10.
The largest fleet operator company of Turkey, Intercity is also the operator of Istanbul Park, the only Formula 1 racetrack in our country. Intercity staff hosted the visitors and answered the questions about car rental and circuit events in Hall 12.
Turkish Automobile Sports Federation also participated the fair for 4 days. Anyone interested in motorsports could have information from the TOSFED stand on how to get license and trainings and seminars. 2017 motorsports calendar and championship details also was available at Hall 8.
Commercial vehicle models produced by İsmail Erzurumluoğlu receive orders from many countries of the world. The models are all handmade, and displayed once again with new designs for the enthusiasts at Automechanika 2017 at Hall 8.