

automechanika

ISTANBUL

Automechanika Istanbul 2024 created billion-dollar trade volume for the automotive aftermarket industry

Istanbul, 27.05.2024. Automechanika Istanbul, the biggest meeting of the automotive aftermarket industry in the region, created opportunities to new billion-dollar business partnerships. 60,283 buyers visited the fair, which included 1450 participating companies from 35 countries and 12 country pavilions. The fair, organized in cooperation with Messe Frankfurt Istanbul and Hannover Fairs Turkey, hosted the most powerful procurement and purchasing professionals from all over the world.

This year, companies such as Brembo, Group Auto, Kale, Lucas Elektrik, Mansons, Saint-Gobain, Sampa, Stellantis, Yanmar and ZF Aftermarket, which are among the most important names in the global automotive aftermarket industry, took part in Automechanika Istanbul. In addition, representatives of giant companies that are members of the International Federation of Automotive Aftermarket Distributors (FIGIEFA), which directs Europe's automotive aftersales regulations, held meetings with the participating companies at the fair.

Sustainability-oriented approaches and trends generated high interest

In addition to tens of thousands of products and services exhibited at the fair, which focused on the transformation in the sector, the car produced using 6 3D printers with the exact dimensions of a sports car attracted attention. Recycled plastic waste was used as raw material in the vehicle, whose production was completed in one year to be exhibited at Automechanika Istanbul 2024. The vehicle, which has an electric motor and many parts of which were produced by 3D printing, such as the chassis, interior console and seats, became a popular attraction point for the visitors.

The number of premium participants have tripled

B2B meetings gained momentum at Automechanika Istanbul with the B2B Platform, which was renewed with many different features this year. Participants and visitors were matched according to their interests with the B2B Platform, which was made accessible even before the fair. Participating companies positioned as premium increased the traffic at their fair stands with efficient digital services. While the number of participating companies on the platform as premium increased 3 times compared to last year. Thanks to the platform features used, 580 B2B meetings were held during Automechanika Istanbul 2024.

E-mobility was the centre of attention

In the Innovation 4 Mobility special area located in Hall 12, visitors had the opportunity to experience how electric vehicle repairs are carried out with the latest technology automobiles and service equipment in the concept area created by BAKIRCI Group in 8 sections. Bakırcı Group practically shared new generation technologies with visitors, including ADAS & Diagnostics, Charging Stations, Maintenance Repair & Safety Equipment, Axle Measurement & Tires, Chassis Repair, Body & Paint, Expertise & Inspection, and Battery Test & Repair.

New generation technologies and developments took their place at Automechanika Istanbul

Automechanika Academy fringe program, with its 40 topics and comprehensive content among the events held during the show this year, attracted great attention from both exhibitors and visitors. In the sessions prepared by Automechanika Istanbul Powertrain Sponsor Yanmar, Innovation 4 Mobility Sponsor Bakırcı and partner associations OSS, participants had the opportunity to catch up with the innovations in the automotive world the comprehensive contents prepared.

Female automobile maintenance professionals exhibited their skills in the "Women Professionals Challenge" event program prepared with the contributions of TOBFED, another contributor association of Automechanika Istanbul.

Among the hundreds of exhibitors at the show, those looking for a qualified workforce and new teammates had the opportunity to reach visitors looking for job and internship opportunities at the "Career Wall", which was implemented for the first time this year. In the special area of the "Automechanika Premium Event Arena" organized with the contributions of the Chamber of Mechanical Engineers, a classic car exhibition as well as vehicle sets from 8 different universities attracted great attention from the visitors.

Automechanika Istanbul, which was completed with high efficiency, featured 12 country pavilions this year, including 2 from Germany, Spain, Czechia, China, Taiwan, Thailand, Hong Kong, Singapore, Pakistan, India and Korea with 2 separate pavilions. At the same time, qualified purchasing professionals had the opportunity to hold B2B meetings with exhibitors within the scope of the Buyer Delegation Program organized by the Automotive Industry Exporters Association (OIB).

The next edition of Automechanika Istanbul will take place on 12-15 June 2025

Thousands of products and services in the categories of parts and components, diagnostics and repair, accessories and customizing, electronics and connectivity, car care and maintenance centre, dealer and workshop management, alternative driving systems & fuels and lubricants at Automechanika Istanbul, which brings together automotive industry professionals from all over the world. The transformation, sustainability and innovations in the automotive industry were the focus of the 2024 edition of the show.

Automechanika Istanbul, Türkiye's largest international trade fair, achieved record-breaking figures such as number of international exhibitors, total number of visitors and size of exhibition space. The next edition of the biggest meeting of the automotive aftermarket industry in the region will be held on 12-15 June 2025, at Istanbul TUYAP Fair and Congress Center as usual.

Automechanika Istanbul

12 – 15 June 2025, Istanbul TUYAP Fair and Congress Center

For more information:

www.automechanika.com.tr

Follow us on social media:

<https://www.linkedin.com/showcase/automechanika-istanbul/>

<https://www.instagram.com/automechanikaistanbul>

<http://www.facebook.com/automechanikatr>
<https://twitter.com/automechanikatr>



Your contact:

M. Can Yumer

Tel.: +90 216 384 50 50

can.yumer@Türkiye.messefrankfurt.com

www.messefrankfurt.com.tr

Organizer:

Messe Frankfurt Istanbul Ltd. Sti.

Bostancı Mah. Yazmacı Tahir Sk. No: 50,
Kadıköy, İstanbul, Türkiye

Hannover Fairs Türkiye Fuarçılık A.S.

Buyukdere Cad. Sarlı Is Merkezi, No:103 B
Blok Kat: 5, Mecidiyeköy, İstanbul, Türkiye

Our Partners and Contributors:

AASA – Automotive Aftersales Supplies Association, **APRA** – Automotive Parts Remanufacturers Association, **AKUDER** – Automotive Battery and Recycles Association, **ASA** – Automotive Service Equipment Manufacturers and Importers Association (Germany), **AUS Türkiye** – Intelligent Transport Systems Association, **BEM** – German E-Mobility Association, **EGEA** – European Garage Equipment Association (Belgium), **FIGIEFA** – Federation of Automotive Aftermarket Distributors, **HDMA** – Heavy Duty Manufacturers Association, **Turkish Composites Manufacturers Association**, **MEMA** – Motor Equipment Manufacturers Association, **OAC** – Overseas Automotive Council, **OIB** - Automotive Industry Exporters' Association, **OSS** - Turkish Automotive Aftermarket Association, **TAYSAD** - Automotive Suppliers Association of Türkiye, **Italian Chamber of Commerce in Türkiye**, **ITO** – Istanbul Chamber of Commerce, **TOBFED** – Turkish Aftermarket Services Federation, **TOSFED** – Turkish Automobile Sports Federation, **ZDK** – German Federation for Motor Trades and Repairs, **KOSGEB** – Small and Medium Enterprises Development Organization of Türkiye, **IBIS** - International Bodyshop Industry Symposium