

automechanika

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Automechanika Istanbul 2024 focuses on the transformation of the automotive industry

Istanbul, 04.03.2024. Automechanika Istanbul, the largest trade platform in the automotive aftermarket industry covering Türkiye and surrounding countries, will be held at the Istanbul TÜYAP Fair and Congress Center from May 23 to 26, 2024.

Automechanika Istanbul, which has played a significant role in increasing Türkiye's automotive industry exports to over \$35 billion annually with the business opportunities it has created since 2001, was visited by more than 58,000 industry professionals from around the world last year, showing a 20% increase in visitor numbers compared to the previous year. With 13 Automechanika events worldwide in 2024, the increasing international demand for Automechanika Istanbul once again underscores the importance of the fair for the global industry. As in 2023, this year's fair is witnessing an overwhelming interest beyond its capacity.

Automechanika Istanbul brings together not only the parts and systems industry but also the entire automotive aftermarket chain, including maintenance and repair services and mobility solutions. As Türkiye's largest international trade fair, Automechanika Istanbul will focus this year on the changes, developments, and sustainability created by artificial intelligence technology in the automotive industry, particularly in relation to electric vehicles. Automechanika Istanbul, which enhances the quality of participants and visitors each year, will provide opportunities for brands to improve customer relations, establish new connections, and strengthen their positions in the market.

The World's Most Dynamic Market

Automechanika Istanbul, held in Türkiye, one of the world's most dynamic markets, bringing together automotive industry professionals from all over the world, will showcase thousands of products and service groups in categories such as parts and systems, fault detection and repair, accessories and customization, electronics and connectivity, car wash and maintenance center, dealer and workshop management, alternative drive systems & fuels, and lubricants. As preparations continue for exhibitor placement in the halls of Automechanika Istanbul, approximately 1,500 companies from about 50 countries will participate in this year's event. With the participation of industry-leading global companies, the fair is expected to generate a business volume surpassing previous years, while Automechanika Istanbul will once again play a leading role in the development of the automotive industry this year.

Sustainability-Focused Approaches and Trends in the Spotlight

Among the focal points of Automechanika Istanbul 2024 are the transformation in the automotive industry, sustainability, and innovations. As the automotive industry worldwide

increasingly focuses on sustainability in line with climate crisis and consumer demands, sustainability-focused approaches in supply chain, employment, and production policies will take center stage at the fair. Processes such as the digitization of vehicles and business processes, electrification of powertrains, and evolving sales models in the automotive industry, along with artificial intelligence, will be discussed at the fair. Additionally, the fair will feature innovations and trends across the entire automotive renewal market value chain, from diagnosis and repair to car wash, maintenance and detailing, body and paint, lubricants, parts, and technology solutions, as well as accessories and customization.

Online visitor registrations for Automechanika Istanbul 2024 are open

Registration for free visitor access to Automechanika Istanbul, which will bring together thousands of automotive industry professionals from different countries worldwide, is now open. Visitors who wish to stay updated on the latest developments in the automotive industry can register at www.automechanika.com.tr. Participants and visitors will have the opportunity to examine industry developments through various events and competitions held at the fair, as well as experience content that can contribute to their personal development.

Automechanika Istanbul – Advance. Connect. Reform.
23 – 26 May 2024, Istanbul TUYAP Fair and Congress Center

For more information:

www.automechanika.com.tr

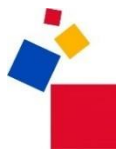
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Our Partners and Contributors:

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 Car Care Associations 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