

# automechanika

## ISTANBUL

### **Automechanika Istanbul 2025 concludes with the largest international participation ever in Türkiye**

**Istanbul, 16.06.2025. With 1,500 exhibitor companies from 40 countries, 15 national pavilions, thousands of showcased products, maintenance, repair, and service groups, hands-on training programs, talks, competitions, and much more, Automechanika Istanbul 2025 once again delivered a packed 4-day experience for the global automotive industry. The 18th edition of the trade fair was visited by 57,748 professionals from 145 countries.**

First held in Türkiye in 2001 through the collaboration of Messe Frankfurt Istanbul and Hannover Fairs Turkey, Automechanika Istanbul took place on June 12–15, 2025, and shaped the future of the automotive aftermarket industry. With 55% of exhibitors from abroad, it hosted the largest international participation ever recorded in Türkiye, breaking yet another record that it already held from the previous year. As the leading trade fair of Türkiye's automotive aftermarket industry – a major driver of the country's exports – Automechanika Istanbul laid the groundwork for high-volume collaborations by connecting global players with local manufacturers and distributors.

#### **The heart of the global automotive aftermarket beats in Istanbul**

Held across 15 halls in total, including 14 at the Istanbul TÜYAP Fair and Congress Center and an additional custom-built Atrium Hall, Automechanika Istanbul 2025 featured the latest technologies and services under main product categories like Parts & Components, Diagnostics & Repair, Accessories & Customization, Electrics, Electronics and Lighting, Car Wash & Care, Dealership & Workshop Management, Alternative Drive Systems & Fuels, Lubricants.

Key industry organizations that played a vital role in the success of the Automechanika Istanbul brand also supported the trade fair, including the Uludağ Automotive Industry Exporters' Association (OIB), Istanbul Chamber of Commerce (ITO), Turkish Automotive Aftermarket Products and Services Association (OSS), and Automotive Suppliers Association of Türkiye (TAYSAD). Alongside national partners, prestigious international organizations such as FIGIEFA, ZDK, APRA, and IBIS supported the event as global partners.

With leading sponsors and partners such as ZF (Technology & Innovation Partner), MAHLE (Mobility of the Future Sponsor), YANMAR (Power Sponsor), and eBay (E-Commerce Sponsor), Automechanika Istanbul 2025 built its success on strong foundations with globally renowned names.

#### **Themes and events of the trade fair attracted intense interest**

In addition to the thousands of exhibited products and services, Automechanika Istanbul

2025 offered many programs and opportunities for professionals to develop both corporately and personally, even during the busy pace of the trade fair. The “Innovation 4 Mobility by BAKIRCI” special section in Hall 12 was one of the most visited areas, showcasing electric vehicle models from top brands and featuring hands-on demonstrations of their maintenance and repair stations. The BAKIRCI Garagineering team offered live training and presentations to professionals throughout the 4 days.

Also in Hall 12, the Automechanika Academy program featured data, industry developments, and future trends presented by experts, with support from the Sustainable Mobility Initiative. Competitions within the newly introduced “Automechanika Detailing Arena by Olex Films” concept allowed professionals to demonstrate their skills while competing with peers. Visitors looking to enjoy engaging and inspiring displays alongside business will find the “Premium Event Arena” in Hall 12A. This special area will showcase innovative vehicles developed by university students across Türkiye, alongside heritage cars restored by professionals and high-performance racing cars.

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While the high tempo continued on-site, the trade fair also enabled a record number of one-on-one meetings via its digital platform. Through the Automechanika Istanbul B2B Platform, which recently won the CIO Award in the “Strategic Transformation Leaders” category, 740 B2B meetings were held, matching exhibitors and visitors based on their interests. The rise in exhibitor numbers also significantly increased booth traffic. Premium-positioned companies especially benefited from enhanced digital services that boosted visibility and booth engagement.

Thanks to the high caliber of both exhibiting companies and visiting sector leaders, Automechanika Istanbul has proven itself to be not only the leading trade fair in Türkiye and its neighboring countries, but also one of the top international trade fairs worldwide. The next edition of the event will take place once again at the Istanbul TÜYAP Fair and Congress Center, on May 21–24, 2026.

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

**For more information:**

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