

Automechanika Istanbul 2025 will open new doors on the global stage for Turkish exporters and manufacturers

Istanbul, 20.03.2025. Baran Çelik, Chairman of the Board of the Automotive Industry Exporters' Association (OIB), announced that the industry has once again claimed the title of Türkiye's top exporter for the 18th consecutive year. Setting the 2025 export target at 39 billion USD, Baran Çelik underlined that Automechanika Istanbul 2025 will once again be a crucial meeting point for the Turkish automotive industry: "We are preparing thoroughly to ensure the fair offers new opportunities for international business collaborations for our exporters and manufacturers," he said. The Turkish automotive industry continues to lead the country's exports in 2024.

Stating that automotive exports increased by 6.3% in 2024 to reach 37.21 billion USD, Baran Çelik, Chairman of the Board of the Automotive Industry Exporters' Association, added: "This performance secured our sector's leadership in Türkiye's exports for the 18th year in a row. Our 2025 target is 39 billion USD. Automechanika Istanbul 2025 will play a significant role in helping us achieve this goal by fostering new partnerships in global markets." He emphasized the automotive industry's continued growth in production and exports, driven by investments in innovative technologies and stronger presence in international markets. "Automechanika Istanbul is a valuable venue for presenting our innovations and strengthening global ties."

" 39 billion USD export target for 2025"

Our sector continues to produce and expand its exports. In 2024, we reached 37.21 billion USD in exports, which is a 6.3% increase over the previous year. This success made us the export champion for the 18th consecutive year. For 2025, we aim for 39 billion USD," Baran Çelik, Chairman of the Board of the Automotive Industry Exporters' Association, stated.

" Electric vehicles are shaping the future"

Commenting on industry transformation, Baran Çelik, Chairman of the Board of the Automotive Industry Exporters' Association, said: "The global automotive sector is undergoing a deep transformation led by green transition and disruptive technologies. Electric vehicles, alternative energy sources, and new mobility ecosystems are shaping the future. TOGG, Türkiye's first domestically produced electric car, is a key symbol of this change. We will further invest in environmentally friendly production in line with the European Green Deal and carbon emission regulations." Çelik highlighted the critical importance of the European market and added: "In 2025, we aim to strengthen our presence particularly in North America, the Middle East, and Asia. Germany, the UK, and Italy remain among our top export destinations."

EU countries account for 68.2% of our automotive exports. The supplier industry, in particular, stood out in 2024 with an export volume of 14.87 billion USD. To further strengthen our position in the global market, we will follow a growth strategy shaped by innovation, technology, and sustainable production.”

“ 785 international companies exhibited last year”

Pointing out that Automechanika Istanbul will be held for the 18th time on 12–15 June 2025 at the Istanbul TÜYAP Fair and Congress Center, Çelik described the fair as Türkiye’s most valuable B2B event. “Automechanika Istanbul covers the entire automotive aftermarket ecosystem and provides unmatched networking opportunities for professionals,” he said. “In 2024, 1,450 companies exhibited in the fair, including 785 international exhibitors from 35 countries. Twelve national pavilions were organized. OIB joined with a 49 m² information stand and hosted a buyer delegation of 12 decision makers from 8 countries. We supported 45 Turkish companies in holding B2B meetings. Feedback on both the info stand and the delegation program was very positive. One of the main purposes of trade fairs is to create business connections. The fact that there were more foreign than Turkish exhibitors reflects strong international interest and offers new business prospects for Turkish firms. Overall, we can say it was a productive fair in many aspects.”

“2025 will be a year of transformation”

Following the success of the 2024 edition, Çelik shared their strong expectations for the upcoming edition: “Automechanika Istanbul offers significant opportunities for our exporters and manufacturers to establish global collaborations, reach new clients, and integrate into the supply chain. We define 2025 as a ‘year of transformation’ for our industry, with a focus on digitalization and sustainability. Key goals include scaling up EV production, supporting new battery R&D projects, and optimizing supply chain processes. In addition, we will continue investing in eco-friendly production aligned with European regulations. The fair will showcase tangible examples of this transformation.”

Automechanika Istanbul

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

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