



## **Automechanika Istanbul 2025 will enhance the global competitiveness of Türkiye's automotive supply industry**

**Istanbul, 21.05.2025. Yakup Birinci, Chairman of the Automotive Suppliers Association of Türkiye (TAYSAD), stated that 2024 was a year marked by both opportunities and challenges for the Turkish automotive supply industry. "To maintain our sector's competitiveness and ensure sustainable growth, investments in technology and value-added production are crucial. Automechanika Istanbul is a key platform that enables us to strengthen these capabilities," he said.**

In 2024, the Turkish automotive supply industry experienced a dynamic period, balancing opportunities with significant challenges. While rising in global production rankings and increasing export revenues highlighted major achievements, regulatory changes in the European Union also prompted a shift in the sector's strategic outlook. In response, the industry accelerated efforts in technology investment and value-added manufacturing to secure long-term competitiveness and growth.

**"We will highlight digitalization and high value-added production technologies at the fair"**

Yakup Birinci, Chairman of the Automotive Suppliers Association of Türkiye (TAYSAD), emphasized that the Turkish automotive supply industry has once again shown strong interest in Automechanika Istanbul this year, as in previous years. "Automechanika Istanbul, one of the largest international automotive industry trade fairs in Europe, serves as a strategic platform where new technologies are introduced, global collaborations are initiated, and Türkiye's manufacturing strength is showcased to the world. As of 2025, the winds of transformation in our industry have gained even greater momentum. In this period, where electric, connected, and autonomous vehicle technologies are coming to the forefront, the opportunities offered by Automechanika Istanbul 2025 are of critical importance for the Turkish automotive supply industry. Through the fair, we expect our local manufacturers to gain broader access to global markets, expand their export networks, and make significant progress in adapting to advanced technologies. Battery solutions for electric vehicles, sensor and software systems developed for autonomous vehicles, connected vehicle technologies, and sustainable production models will be among the key highlights at the fair. With these innovative technologies, our companies aim to gain a competitive edge in the local market while forging strong international partnerships," he said.

**"The fair will carry Türkiye's automotive supply industry into the future of mobility"**

Birinci stated that while preparing for Automechanika Istanbul 2025, the sector has made it a

priority to increase R&D investments, accelerate digitalization processes, and focus on high value-added production. “In this context, we are participating in the fair with projects focused on key technologies of the future, including battery systems, power electronics, software development, and data analytics. We believe that Automechanika Istanbul 2025 will represent a significant step forward in carrying Türkiye’s automotive supply industry into the mobility world of the future. The success that our local companies demonstrate on this platform will not only strengthen the global competitiveness of our sector but also contribute to Türkiye’s broader technological transformation,” he said.

### **Türkiye ranks 10th in global vehicle production**

Yakup Birinci noted that 2024 was a challenging yet opportunity-filled year for Türkiye’s automotive supply industry. He stated that total vehicle production for the year reached 1.466 million units, falling short of the previous year’s figure of 1.57 million units. “Despite this decline, the sector clearly demonstrated its resilience and adaptability with \$37 billion in export revenues and an increase in unit prices,” he said. “On the other hand, regulatory changes in Europe and a limited number of new projects from OEMs pose a potential risk of a 10% contraction in exports for the coming year. Türkiye’s rise to 10th place in the global vehicle production rankings is a highly positive development for all of us. However, to sustain this success, we must pursue higher value-added production, forge strong partnerships, and move forward with a long-term strategic vision,” he added.

### **The share of imported vehicles in Türkiye has reached 70 percent**

Birinci emphasized that the increasing share of imports in Türkiye’s domestic market poses a strategic risk for the industry. “In a market of 1.285 million units, imported vehicles now account for 70%, making it essential to implement policies that support domestic production. A market volume of 1.5 million units with a 70% localization rate is no longer a matter of choice under current conditions — it has become a fundamental requirement for sustainable growth. Achieving these targets is critically important not only for the industry but also for the national economy,” he said.

### **“Compliance with global regulations presents an opportunity for competitive advantage”**

Birinci pointed out that 2024 brought significant disruptions for the automotive supply industry, both domestically and globally. “The European Union’s new emission and sustainability regulations created serious pressure for transformation on our companies. This resulted in technical adaptation challenges, additional costs, and a loss of competitiveness. Furthermore, the limited presence of our industry in new vehicle platforms introduced by OEMs negatively impacted capacity utilization and investment planning. Meanwhile, the 70% share of imported vehicles in the domestic market posed a major threat to local manufacturers and weakened the overall production ecosystem. In light of this, our approach at TAYSAD is very clear: we must accelerate structural steps that will turn this crisis into an opportunity. It has become imperative for our supplier industry to shift toward value-added production, embrace R&D-driven growth, digitalize, and become more agile. In this context, we are both supporting our members’ technology investments and emphasizing the need for public policies to be strengthened through incentive mechanisms that prioritize domestic manufacturing. We see compliance with global regulations not as a burden, but as an opportunity to gain a competitive edge,” he said.

## **“We aim to increase total production to 2.4 million units”**

Birinci stated that expectations for 2025 are shaped by caution and clearly defined targets. “Global vehicle production is expected to remain around 92.5 million units, similar to last year. In Europe, production is projected to stay at approximately 17.35 million units, in line with previous levels. In Türkiye, however, total production is expected to decline to around 1.4 million units.”

“Our primary goal over the next four years is to increase Türkiye’s total production from 1.4 million to 2.4 million units, and to achieve this through high-tech, sustainable, and domestically value-added manufacturing. Our TAYSAD 5.0 vision forms the foundation of this objective. We aim to rapidly adapt to change through agile structures, establish resilient supply chains, and enhance our production quality and efficiency to stand out in global competition. Guided by these principles, we are continuing our transformation journey to secure the future of our industry,” he said.

Automechanika Istanbul

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

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