

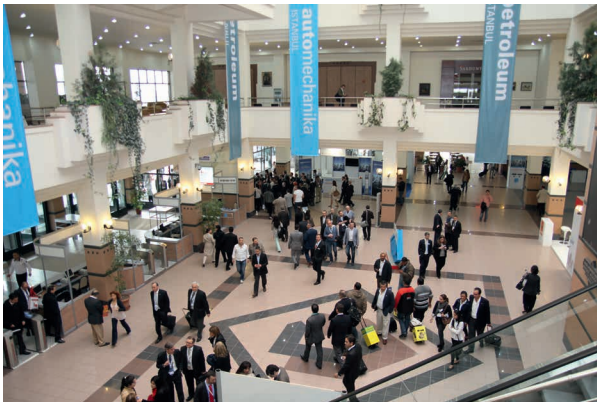
**A leading business-to-business platform for the automotive industry: Automechanika Istanbul**

Automechanika Istanbul, Turkey's Leading International Trade Fair for the Automotive Industry, takes place from 10 to 13 April 2014 in Istanbul.

The fair merges worldwide fair of their organizers (Messe Frankfurt and Hannover Fairs) with the power of the Turkish economy and it is the largest fair for all automotive-related industries in Turkey.

With its 8th edition in 2014, Automechanika Istanbul takes an important position in Turkey's dynamic automotive market: it gathers automotive industry professionals at the crossroads of Europe, the Middle East and the Central Asian region.

Automechanika Istanbul means business: do not miss this occasion to enlarge your reach into the important Turkish market and its surrounding regions!



# automechanika

## ISTANBUL

10 – 13 April 2014

Turkey's Leading International Trade Fair for the Automotive Industry

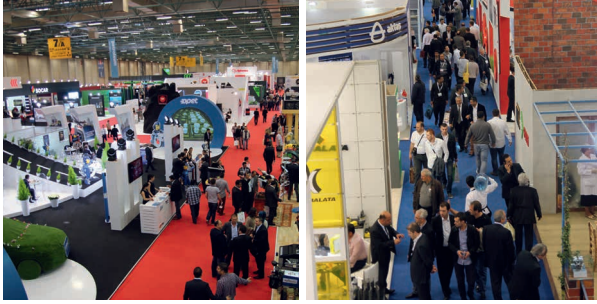
PARTNERLAND  
Argentina



Deutsche Messe  
Worldwide  
Hannover Fairs Turkey Fuarçılık A.Ş.



messe frankfurt



### **Clear and Comprehensive: the product groups of Automechanika Istanbul**

**Parts & Components** – vehicle parts & components of the drive, powertrain, chassis, body, standard parts, systems & modules of the interior, alternative drive units, charging accessories

**Electronics & Systems** – engine electronics, vehicle lighting, electrical systems, driver assistance systems, vehicle safety, comfort electronics

**Accessories & Tuning** – vehicle accessories, special equipment, tuning, performance systems, design enhancement, infotainment, wheels and tyres, trailers

**Repair & Maintenance** – equipment for vehicle service and repair, garage equipment and tools, body-work repair and painting, caravans and motorhomes, towing service and accident assistance, dealership equipment

**IT & Management** – IT Products, vehicle exchange marts, insurance, finance and franchise concepts, leasing, claims management, vehicle inspection services, dealership planning and construction, dealership marketing and management systems, internet service providers

**Service Station & Car Wash** – service station equipment, refuelling, washing & care, oils and lubricants, charging infrastructure

### **Top Reasons to visit Automechanika Istanbul**

#### **Why Turkey?**

The Turkish economy is booming, with constantly positive growth figures and a young population. Turkey is set to become a global economic player, with stable economic conditions for foreign investors.

#### **A market for your business**

A huge domestic demand, a constant search for joint-venture partners and highly developed production facilities shape Turkey's competitiveness.

#### **Turkey: an automotive giant**

Turkey impresses with figures: 130 different brands and models of passenger cars supplied in the domestic market. 58% import share for vehicles in the domestic market. An annual commercial and passenger vehicle production capacity of 1.5 million units.

#### **Increasing Turkish exports and imports**

The automotive industry is ranked number 1 on the exports list with a total export volume of \$11,8 billion. Over 70% of the automotive industry exports are going to the EU, while nearly 80% of the parts used in locally produced vehicles come from abroad.

#### **Strategic location**

Turkey serves as a regional hub: South-Eastern Europe, the Middle East, Central Asia and the Gulf States can be reached easily. This opens up huge markets.



## Automechanika Istanbul at a Glance

**Fair Date** 10 – 13 April 2014 (annual)

Thursday – Sunday

**Opening hours** 10:00 – 18:00

The entrance is free of charge upon preregistration via our website or by completing the registration coupon at the international visitor entrance of the fairground.

**Location:** TÜYAP Fair, Convention and Congress Center  
Beylikdüzü/Büyükçekmece – Istanbul, Turkey

More than 1,000 Turkish and International Manufacturers, Traders and Developers of OEM and Aftermarket Equipment and Technology will meet over 30,000 professional visitors from all continents.

## Travel Arrangements

Our official Travel Agency is ready to assist you with your travel, accommodation, transfers and other services.

Please contact:

### Casali Tour

Tel. +90 212 465 00 80

info@casalitour.com

www.casalitour.com

## How to get to Automechanika Istanbul

The TÜYAP Fair, Convention and Congress Center is located in the Beylikdüzü/Büyükçekmece district of the European side of Istanbul. It is a 25-minute drive from Istanbul's Atatürk International Airport and 45 minutes away from Taksim Square in the city center. A bilingual "how to get there" map is available on our website.

## Transportation

There will be a shuttle bus service between the fair and the City Center (Taksim Square) during the entire fair. For more details please check our website.

## Organizers

**Messe Frankfurt Istanbul Ltd.** co-organized with  
**Hannover Fairs Turkey Fuarçılık A.Ş.**

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## Find us in



/automechanika

## Supporters



THIS FAIR IS ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 5174.