

Press Release

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Automotive industry professionals are getting back together at Automechanika Istanbul Plus!

After a long break of more than 2 years because of the pandemic, Turkey's Leading International Trade Fair for the Automotive Industry, Automechanika Istanbul Plus has begun today in Istanbul TUYAP Fair and Congress Center. The trade fair will remain open as the meeting point for all automotive industry professionals until the evening of 21 November 2021.

Top names, brands and associations from Asia and Europe are getting together at Automechanika Istanbul Plus co-organized by Messe Frankfurt Istanbul and Hannover Fairs Turkey. Parts and systems, electronic systems and connectivity, accessories and customization, fleet and workshop management, fault detection and repair, vehicle wash and care, alternative driving and fuel systems, tires and wheels, bodywork and paint, autonomous driving and mobility services are among the displayed product groups with a significant share in Turkey's export in the automotive industry.

During the opening ceremony of Automechanika Istanbul Plus where 652 exhibitor companies and thousands of professional visitors from 121 countries get together, Hannover Fairs Turkey General Manager Annika Klar stated that the pandemic forced trade fairs which are the most essential element of an industry based on personal encounters to adjust themselves into the digital world. "After months of research and analysis on digital trade events and business models worldwide, we have successfully added a digital platform as a feature specially designed to maximize the efficiency of our trade fair for all automotive industry professionals. We named this concept "PLUS" with means to provide more opportunities and new experiences for the participants physically at the venue and on the digital platform at the same time. We are now happy to welcome automotive industry professionals who are unable to travel for the fair by the features provided by our digital platform." Klar added.

Messe Frankfurt Mobility & Logistics Vice President and Automechanika Brand Manager Michael Johannes began his speech at the opening ceremony by sharing his excitement and joy of finally getting back together with exhibitors, visitors, associations and experts of the automotive industry in Istanbul, after a long break of more than 2 years. Johannes stated that "Automechanika Istanbul has been

improving each year since the first edition in 2001, in parallel with the growth of Turkish exports in the automotive industry. Every year, we proudly host 15 Automechanika events worldwide and we are happy that there will be 4 Automechanika trade fairs including Automechanika Istanbul Plus, before the end of this year. All of these events reserve serious opportunities in the markets of different regions for Turkish manufacturers.” Michael Johannes also shared his sincere belief for a great success of Automechanika Istanbul Plus 2021, despite the difficulties derived from the pandemic.

The latest trends, developments and up-to-date information on e-mobility topics are to be presented at Automechanika Academy

As in previous years, Automechanika Academy provides the ideal platform for expert speakers to share their insights and opinions on current developments and future technologies with industry professionals. Mainly on the topics of future technologies of mobility and logistics, interactive sessions, presentations and exhibitions will take place to provide detailed information during the special event programme of Automechanika Academy. For the first time at this edition of Automechanika Istanbul Plus, all content of Automechanika Academy will be broadcasted live on the digital platform.

Visitor registrations are still open for Automechanika Istanbul Plus 2021

All professionals who are interested in visiting the trade fair until the evening of November 21st in Istanbul TUYAP Fair and Congress Center and the digital platform may submit their free online visitor registration to retrieve their entrance tickets by e-mail. It is important to note that all visitors must provide their HES codes at the entrance gates which maintain their current COVID-19 status.

For more information, please visit: www.automechanika.com.tr

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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 Turkey** – 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, **OTAM** – Automotive Technologies Research and Development Center, **TAYSAD** - Automotive Suppliers Association of Turkey, **TEHAD** – Turkish Electrical and Hybrid Vehicle Association, Italian Chamber of Commerce in Turkey, **ITO** – Istanbul Chamber of Commerce, **TOBFED** – Turkish Car Care Associations Federation, **ZDK** – German Federation for Motor Trades and Repairs, **KOSGEB** – Small and Medium Enterprises Development Organization of Turkey.