

Turkish Automotive Industry – An Overview

Background of Automobile Production in Turkey

The positive development of the Turkish automotive industry started in the 1950's with the approach to counterweigh the large import volumes. By the late 1960's, the industry gained momentum when the first joint ventures with foreign car manufacturers were established. Companies such as Renault, Ford and Fiat continued those successful investments until the present time.

During the 1990's, as other international manufacturers like Toyota, Honda, Hyundai, Isuzu and Mercedes-Benz entered the market, Turkey rapidly became an automotive production base which not only caters to one-time developments of the industry but rather holds long-term development options.

Today, Turkey has a thriving automotive sector, demonstrating substantial growth in the past. All players involved, including local authorities and the government, are participating in creating conditions to increase output in the future.

2 million units by 2015 !

At the end of 2007, the production capacity of the Turkish automotive industry exceeded 1.3 million vehicles, making it the world's 16th-largest automotive manufacturer and one of the leading production bases in Europe. The industry in Turkey is currently aiming to increase production to reach 2 million units by 2015.

In 2010, Turkey is among the Global Players:

- Production capacity of Turkish automotive industry exceeds 1.3 million units of vehicles
- Turkey is the world's 16th-largest automotive manufacturer and the 9th largest passenger car manufacturer
- Also, Turkey became the Europe's leading bus manufacturer
- Turkey is Europe's 3rd largest light commercial vehicle manufacturer
- Turkey is Europe's 6th largest truck manufacturer
- Turkey is one of the largest sales markets for trucks in Europe
- Turkey aims to export 1.5 million vehicles and generate 40 billion USD income by 2015
- By 2015, the production base in Turkey is expected to become the 3rd largest in Europe and the 10th largest in the world.

Locations of Production Sites in Turkey



Ford Otosan, Oyak Renault and Fiat-Tofaş hold a strong market share of 60% since 2007. Other manufacturers follow with promising developments and strong presence in Turkey: Toyota, Honda and Hyundai.

Key Figures: Vehicle Park and Spare Parts Industry

Vehicle Park in Turkey

	2006	2007	2008	2009
Passenger Cars	6,140,992	6,472,404	6,800,105	7,056,945
Pick-ups	1,695,624	1,901,350	2,064,809	2,190,750
Trucks	709,535	729,285	744,951	734,327
Buses	175,949	195,344	192,715	201,292
Minibuses	357,523	377,665	386,272	384,348
TOTAL	9,079,623	9,676,048	10,188,852	10,567,662

Amount in units
Source: Automotive Manufacturers Association

Vehicle Sales in Turkey

	2006	2007	2008	2009
Passenger Cars	373,219	357,465	305,998	369,819
Pick-ups	244,633	237,297	188,025	187,307
Trucks	42,071	34,185	26,260	14,911
Buses	1,783	1,598	1,739	1,623
Minibuses	3,809	3,661	4,522	2,025
TOTAL	665,515	634,206	526,544	575,685

Amount in units
Source: Automotive Manufacturers Association

Spare Parts Production

Every year more than 500.000 vehicles are sold in Turkey, creating a high demand for parts and component, and also for spare and replacement parts. This creates grounds for a powerful parts industry and trade platform.

Domestic production of parts and components ranges from diverse products of engine and engine parts to electrical equipment and auto glass, just to name a few.

There are 1,120 parts and components manufacturers in Turkey. 70 % of those are small and medium sized enterprises, supporting many strong industrial development zones all across the country. The parts and components industry is mainly concentrated in the Marmara Region around Bursa (a two hour drive from Istanbul). Beside Bursa, Istanbul, İzmir, Kocaeli, Ankara, Konya, Adana and Manisa are home to many other important manufacturing sites.

Service Stations, Repair Shops and Gas Stations

Due to high demand all over the country, vehicle manufacturers have already established their authorized service station network. In addition, there are thousands of small and medium sized garages located in every part of the country, servicing the repair and maintenance needs of the large vehicle park in Turkey. Both the network of service points and the large pool of garages are important to Turkey's position as a producer and consumer of parts and components, as they are in constant need of supply of various parts from various price ranges.

Above that, there are more than 12,000 gas stations in Turkey. Many of them offer repair and maintenance services in addition to their car wash facilities and contribute to the positive development of the automotive parts industry.

For further information as well as about how to enter this promising market, please contact:

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