

TOP REASONS TO ENTER THE TURKISH AUTOMOTIVE MARKET

The Region:

- **Strategic location** between Europe, the Middle East and the CIS region.
- **16th largest economy in the world** with an average GDP growth of 6.2% over the last 5 years
- **Favorable conditions for partnerships** between Turkish and international companies. Nearly \$22 billion of foreign direct investment and some 20.000 companies with foreign capital in 2009. Relatively inexpensive production costs still exist in Turkey.
- **Attractive domestic market** with 130 different brands/models of passenger cars supplied. The share of imported vehicles in Turkey is 58%, while the total annual commercial and passenger vehicle production capacity is more than 1 million units.
- **Increasing Turkish exports to the global markets.** The automotive Industry is ranked number 1 on the Turkish exports list with a total value of \$9,5 billion.



The Automotive Industry in Turkey

The Turkish automotive industry has been performing dynamically since the early seventies. Initially, the majority of the market development was based on imports and some level of local system integration. Since the full integration to the European Customs Union in 1994, Turkey has become a major production platform for global automotive manufacturers.

There are 15 multinational vehicle manufacturers with their own production facilities in Turkey: **Ford, Renault, Fiat, Toyota, Hyundai, Honda, Mercedes, Mitsubishi, Isuzu, Peugeot, Iveco, Otocar, MAN, BMC and Askam.**

Number of vehicle per 1000 inhabitants

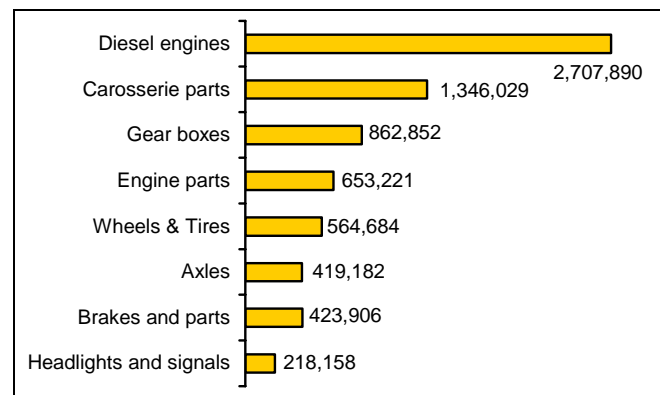
COUNTRIES	2004	2007	2009
Italy	546	600	677
Germany	550	566	623
Greece	348	415	428
Turkey	78	87	98

The Vehicle Park in Turkey

	2005	2007	2009
Passenger Cars	5,772,745	6,472,404	7,056,945
Commercial Vehicles	2,653,915	3,203,644	3,510,717
TOTAL	8,426,660	9,676,048	10,567,662

The Components Industry in Turkey

Main Components import figures 2009 (in \$1000)



More than 500.000 vehicles are sold in Turkey every year, creating a high demand for parts and components, but also for spare and replacement parts.

Turkey imports parts and components mainly from the following countries: **Germany, France, Italy, England, Romania, Iran, Spain, Poland, Belgium, the USA, Russia, Egypt, Brazil, the Netherlands, Austria, India, South Korea, Israel and China.**

For further information on how to enter this promising market, please contact:

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