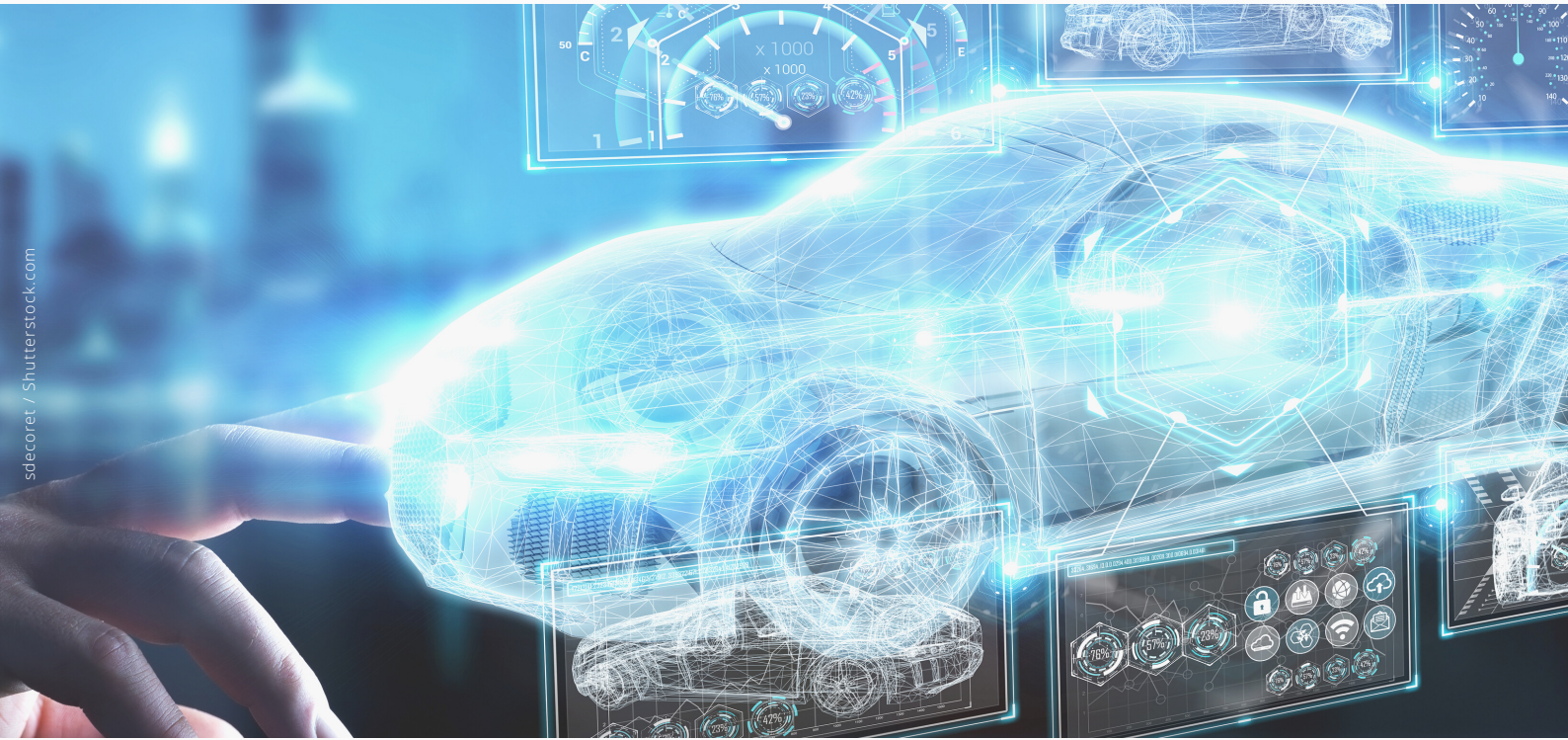


# TURKEY BRIEFING



## *Dear Reader,*

with this Turkey Briefing, we hope to provide You with information regarding Turkey as a Business Location. Each issue will focus on a different aspect of the Turkish Economy. We are also pleased to assist You if You require further information on certain aspects. On page 4, You can find our contact information.

We wish You an exciting read and look forward to Your feedback.

## In this Issue

# THE TURKISH AUTOMOTIVE INDUSTRY

# TURKISH AUTOMOTIVE INDUSTRY

## A Silent Success Story

Without grabbing too much attention, Turkey has become one of the most important supplier and production locations for car manufacturers worldwide in recent years. With its know-how and qualified specialists, the Turkish automotive and supplier industry supports international manufacturers such as **Ford**, **MAN**, **Toyota** in mastering the challenges of the future.

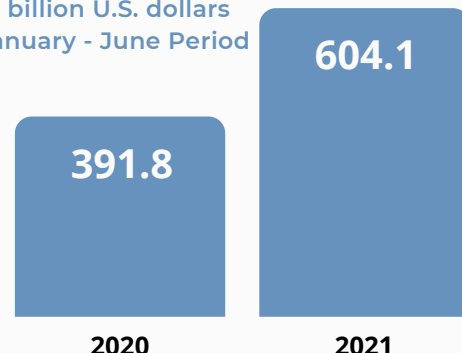
The Turkish vehicle and supplier industry has been a reliable partner to the international automotive industry for many years. Despite for being rarely in the focus of the media, Turkey has achieved a leading international position as a location in the automotive industry. In 2019 alone, the EU imported more than million vehicles from Turkey, whereas the total exports of the automotive industry reached 30.6 billion U.S. dollars (USD).

In 2020, despite the pandemic, the exports of the Turkish automotive industry amounted to 25.5 billion USD worldwide and almost 1 billion USD to the United States. In the January-June 2021 period, exports of the automotive industry to the United States increased by 54% and reached 604.1 million USD.

In fact, Turkey and the United States have developed strong commercial and economic ties over time, thanks to the strong presence of U.S. companies in Turkey. **Ford Otosan** is one of those many partnerships. Established in 1959, Ford Otosan is a publicly traded company (18%) where the U.S. based **Ford Motor Company** (41%) and the Turkish **Koç Holding A.Ş.** (41%) have equal shares. It is also the biggest commercial vehicle production center of Ford in Europe.

### Turkish Automotive Exports to the United States

in billion U.S. dollars  
January - June Period

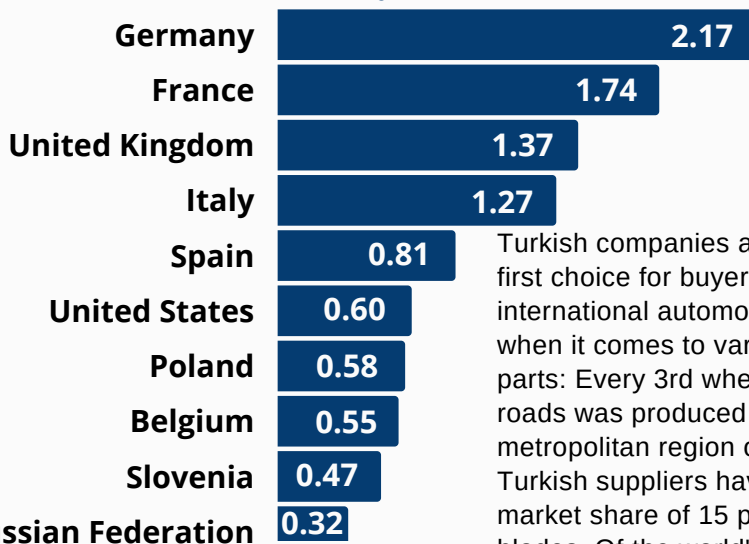


Well-known international car brands such as **Ford**, **MAN**, **Toyota**, **Fiat**, **Renault**, **Mercedes-Benz**, and **Honda** produce in Turkey. More and more foreign automakers are choosing Turkey as the manufacturing base for their export sales.

Commercial vehicles are another focus, and Turkey is considered as one of the world's leaders in the production of buses. The automotive industry plays an important role in the manufacturing sector of the Turkish economy. More than 200,000 people are employed in Turkish automobile factories and suppliers. In 2020, Turkey produced around 1.3 million vehicles, ranking 14th worldwide and 4th in Europe. More than 250 global companies use the country at the Bosphorus as a production base. With innovative products and the reliable work ethic of their well-trained and motivated workforce, Turkish automobile manufacturers and suppliers are an important part of the international value and production chain.

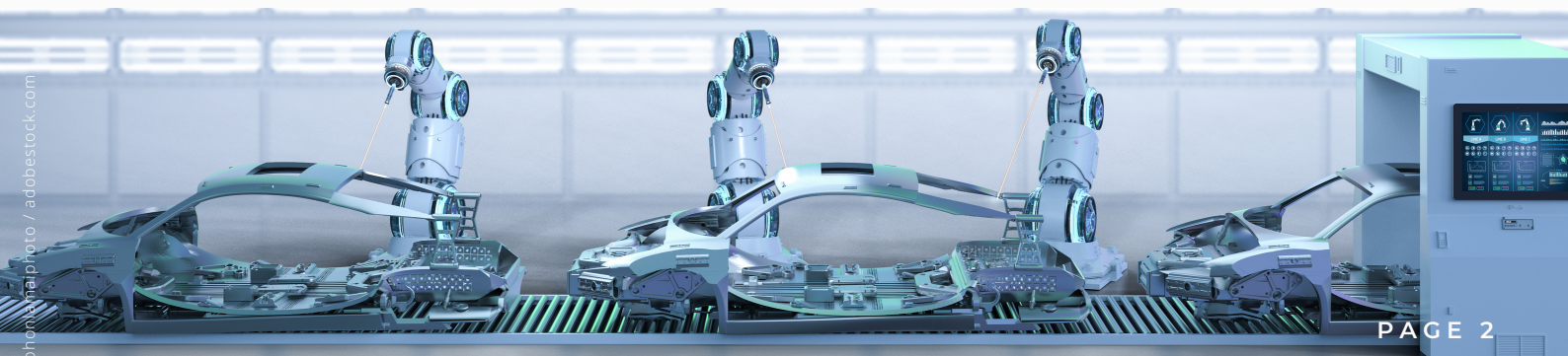
### Leading Turkish Automotive Product Importers

in billion U.S. dollars | January - June 2021



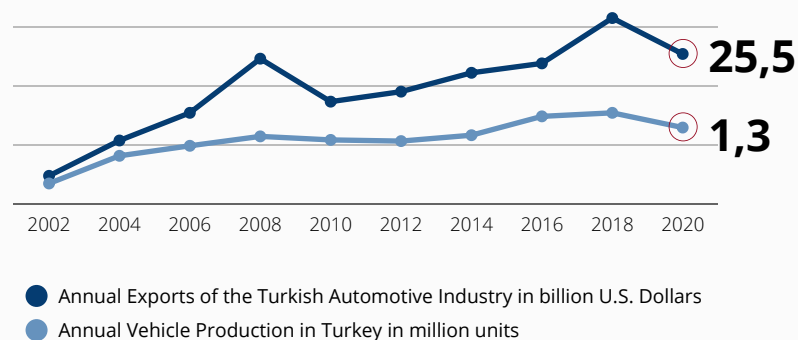
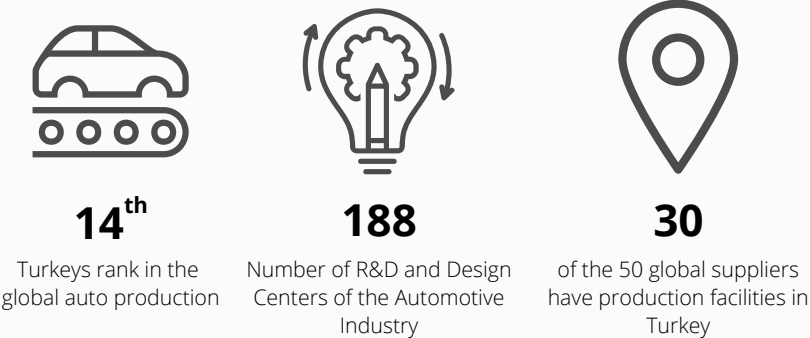
Turkish companies are known as the first choice for buyers in the international automotive industry when it comes to various supplier parts: Every 3rd wheel on Europe's roads was produced in the Turkish metropolitan region of İzmir, and Turkish suppliers have a global market share of 15 percent for wiper blades. Of the world's 50 largest automotive suppliers, 30 are based in Turkey.

Source: Automotive Industry Exporters' Association (OİB)





## Turkish Automotive at a Glance



Source: Automotive Industry Exporters' Association (OİB);  
International Organization of Motor Vehicle Manufacturers (OICA)

## Research & Development Centers

The constant development in the areas of research and development, design and branding are crucial to the Turkish automotive industry. There are currently 188 research, development, and design centers in Turkey, where automobile manufacturers and suppliers develop innovative products and manufacturing processes.

Particularly noteworthy are innovative solutions for commercial vehicles from **Ford**, **MAN** and **Karsan**, but also **Fiat**, **Renault**, **Daimler**, **AVL** and **Segula**. **Ford Otosan's** research and development center is one of the three largest global research and development centers of the Ford family, while **Fiat's** research and development center in Bursa is the Italian company's only center serving the European market outside its home country.

## Innovative Projects by Turkish Manufacturers

With their entry into electromobility, the Turkish automotive industry is underlining their ability to actively shape the changes in the automotive industry with innovative technologies. Companies such as **Toyota**, who manufactures the first hybrid models in Turkey, **Karsan**, a manufacturer of electric and self-driving buses, as well as the first domestic air taxi, **Cezeri**, and, last but not least, the developers of the first electric car **TOGG**, use the accumulated know-how of the Turkish Automotive Industry. The development of the electric car **TOGG** is one of the flagship projects of the Turkish automotive industry, the market launch of which is planned for 2022. The foundation stone for the plant in the western Turkish industrial city of Bursa was laid in July 2020. 4,300 people will be employed there and 175,000 **TOGG** automobiles will be produced annually from 2022. Five models are planned: SUV, sedan, two station wagons and a convertible. The lithium-ion batteries are manufactured by **Farasis** in their German plant in Bitterfeld. **Farasis** will also manufacture climate-neutral cells for the next generation EQ electric cars from Mercedes-Benz in the same plant.





Rawpixel.com/Shutterstock.com



**Publisher / Editor**  
modus factum GmbH  
Ferdinandstr. 29-33  
20095 Hamburg  
Germany

Tel.: +49 40 333 988 78  
E-Mail: [info@modusfactum.com](mailto:info@modusfactum.com)  
[www.modusfactum.de](http://www.modusfactum.de)

