



## Istanbul Autoshow 2012

NOVEMBER 2-11, 2012

### About the Fair

“**Tour de Force of the Industry**” was the motto and concept of Istanbul Autoshow 2012, where there were **4 global launches, 31 Turkish launches** and **45 brands with nearly 500 models**. Considered as the best Autoshow Fair ever, Istanbul Autoshow 2012 was flooded with visitors.

Organized for the first time this year by ODD (Automobile Distributors Association) and TÜYAP Tüm Fuarçılık Yapım A.Ş. between November 2-11, 2012 in TÜYAP Fair and Convention Center, Büyükçekmece, Istanbul Autoshow 2012 took place in **12 halls on a stand area of 50,000 square meters**.

Entertaining visiting families with a brand new concept throughout the day, Istanbul Autoshow 2012 hosted the press and special guests on November 1, the VIP day, and all visitors on November 2.

### November 1, 2012 – Opening Day for VIPs

The opening ceremony of Istanbul Autoshow 2012 was conducted in the Karadeniz Hall of Tüyap Fair and Convention Center with the participation of **Zafer ÇAĞLAYAN, Minister of Economy of the Republic of Turkey, Nihat Ergün, Minister of Science, Industry and Technology of the Republic of Turkey, Patrick Blain, President of OICA, Bülent ÜNAL, Chairman of Tüyap Fuarçılık, Mustafa BAYRAKTAR, Chairman of ODD, İlhan ERSÖZLÜ, President of Autoshow** and senior executives of participating companies.

### Sponsors

**SHELL & TURCAS** – Primary Sponsor of the Fair

**ATV, SABAH** – Primary Media Sponsor of the Fair

**UNILEVER, BJK COLLEGE, JOKERLAND** – Sponsors of the Fair Activity Area

### Agency Services

Ogilvy & Mather – Design and Concept

Ogilvy Capitol PR – Communications

Ogilvy One – Digital Services



### **Special Activities for Children and Women**

With its different content which allowed family visits, Istanbul Autoshow 2012 took place in an enjoyable atmosphere full of activities where both men and women and children could spend a pleasant time all day. For children, theatre, cinema and play courts were prepared in the fair as part of the children's club activities. In the play courts, educational programs and workshops were conducted by **BJK College** teachers on every day of the fair for children aged 4-12 years who wanted to realize their dream projects, contributing to their development with a very rich content ranging from visual arts and sports skills to science museum activities and music. **Joker Chain Stores** created a hot spot with their coin-operated game machines for the children visiting Autoshow 2012. In **DOVE** Care Spot, visiting women were introduced to Dove's 4-Step Beauty Care with Dove products and had a pleasant experience with personal skin and hair analysis applied by experts. **TÜYAP library**, which included 25,000 books of Tüyap, was also made available to all visitors during the fair for a nice reading experience.

### **Fair Entry Fees**

On week days: TL 10  
On weekends: TL 15

Women, children and all students presenting their student's identity card were granted free entry on week days. On weekends, women were able to visit the Fair with a 50% discount while children and students continued to benefit from free access.

### **Fair Visit Times**

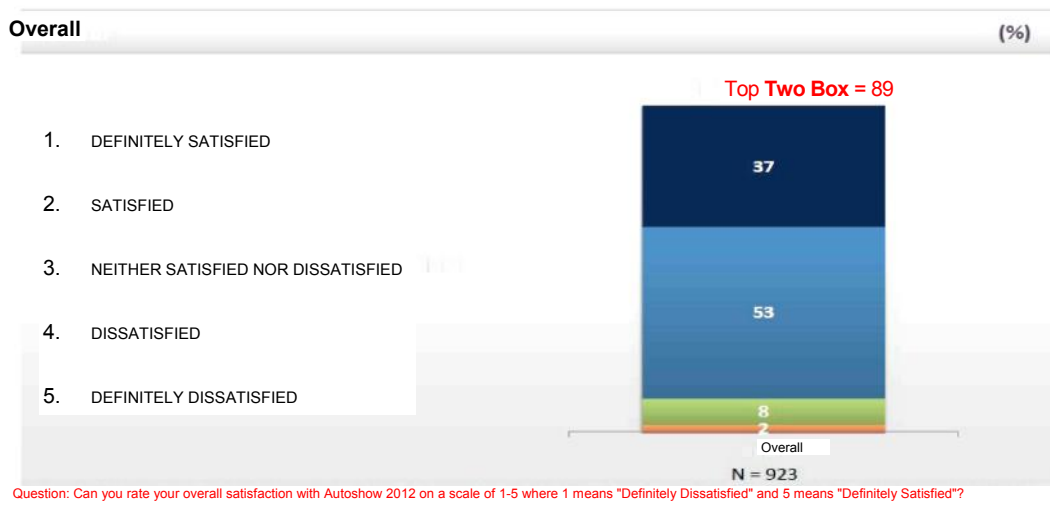
On week days: 12:00 – 21:00  
On weekends: 11:00 – 21:00



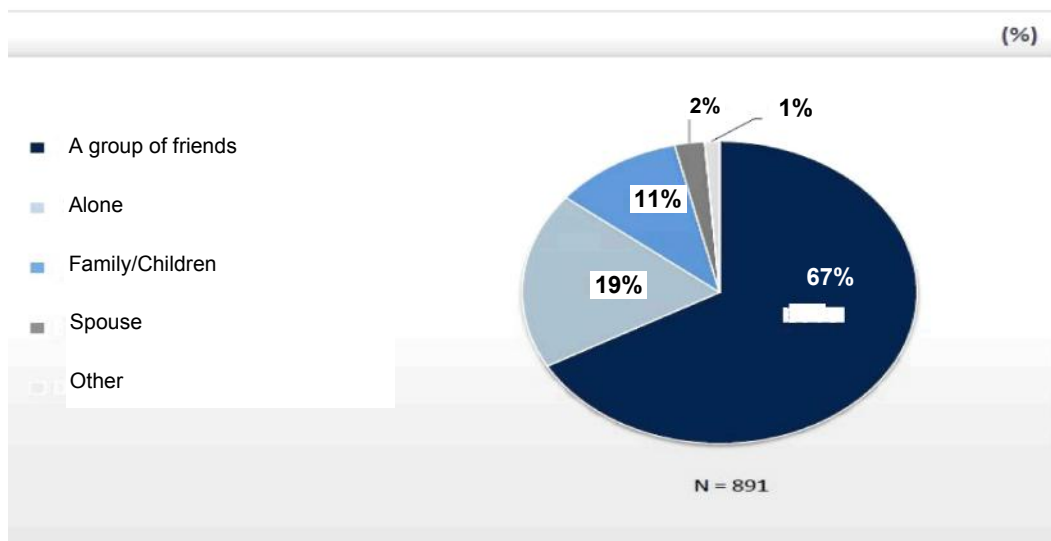
## Research Results for Istanbul Autoshow 2012

Participant and visitor surveys for the Fair were conducted by **Method Research**, an independent and neutral research company.

### Overall Satisfaction Level with Autoshow



### Companions Present During the Visit to Autoshow





13% of the visitors said that they visited Istanbul Autoshow Fair with their families. It was found that **25,000** nuclear families visited the fair.

**Facts about Visitors**

Total number of visitors: **576,304**  
 Total number of female visitors: **69,156**

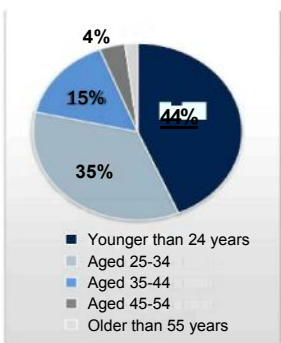
**DISTRIBUTION OF VISITORS BY DAYS (NOVEMBER 1-11)**

NOVEMBER 1	26,432	VIP DAY
NOVEMBER 2	27,636	
NOVEMBER 3	80,516	
NOVEMBER 4	<b>115,989</b>	<b>RECORD</b>
NOVEMBER 5	23,002	
NOVEMBER 6	30,545	
NOVEMBER 7	35,134	
NOVEMBER 8	31,253	
NOVEMBER 9	34,817	
NOVEMBER 10	79,382	
NOVEMBER 11	91,598	
<b>TOTAL</b>	<b>576,304</b>	

4 November 2012, the 4<sup>th</sup> day of Istanbul Autoshow 2012, witnessed the highest rate of participation in the history of Turkish Fairs with **115,989** visitors, a record which is hard to break.

**Age Distribution of Visitors**

94% of the Fair visitors were younger than 45 years.





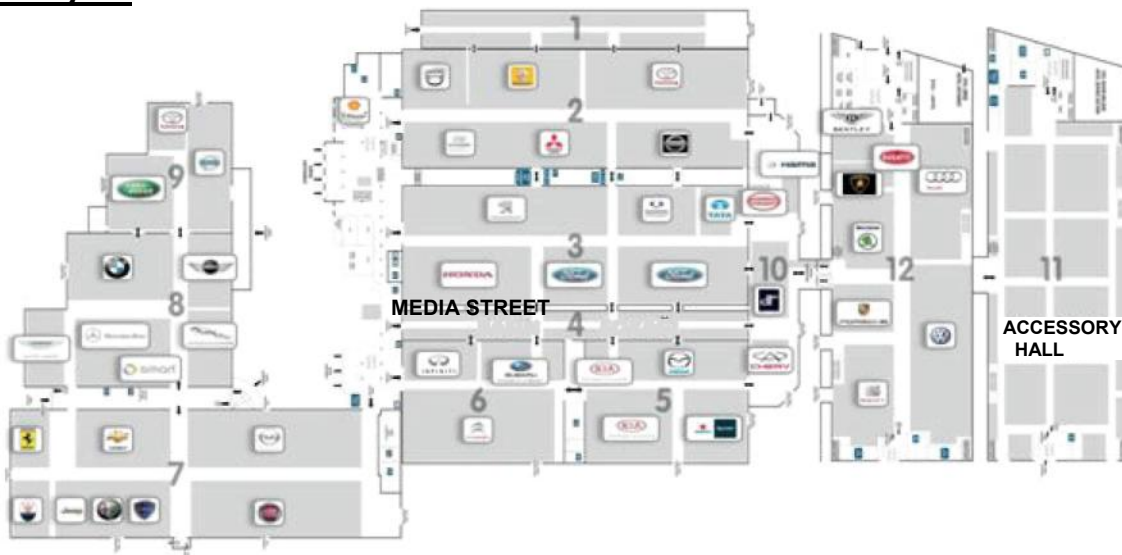
**Facts about Participants**

In the Fair, **45 brands**



were represented with nearly 500 models. The list of participants is provided attached.

**Fair Layout**





### Media Street

All Media Members were allocated Hall 4, specially designed for them to be located together, and given the opportunity to work comfortably in the carefully prepared **Media Lounge**. Name badges of all accredited media members were delivered before the fair.

### Press Conferences

Organized on 2 different days in select hotels of Istanbul, the Press Conferences enjoyed a very high participation. All information and matters of interest concerning the Fair were shared with Media Members during the Press Conferences, after which an Evaluation Meeting was held and opinions and recommendations of the media about the Fair were heard.

### Technical Infrastructure of Istanbul Autoshow 2012

#### Total Exhibition Area

**12 exhibition halls and 98,000 m<sup>2</sup> of indoor space** were used. Hall 11 was allocated to Accessory companies.

#### Fair Services

**22 different meeting halls with a total activity area of 8,000 m<sup>2</sup>**, air-conditioned and custom-furnished for specific needs and suitable for acoustic applications, were used for meetings, seminars and special discussions.

#### Number of personnel providing services

The number of personnel assigned at the Fair is **1250**.

#### Power and Water Consumption, Heating and Air-conditioning

A power supply of 18,000 kVA was used with standby generator power of 8,000 kVA. **Total power consumption was 1,488,737 kW** including placement and evacuation of the Fair area while **water consumption** for the same period was **3,952,000** cubic meters. Heating and air-conditioning of all exhibition and meeting halls was provided with a capacity of **15 million kcal/h**.



## Communication

Free Wi-Fi was made available for participants and visitors at every spot of the 98,000 m<sup>2</sup> fair area.

## Eating Spots

According to the data of Sardunya Restaurant Services, which had the capacity of serving 10,000 people at the same time with 10 cafeterias with different capacities and features, 1 VIP Restaurant and 2 fully-equipped industrial kitchens, an average of 185,526 people used the cafeterias, and in addition to the special menus created, 26,000 units of water, 5000 pizzas, 800 pieces of “döner” kebab, 1896 hamburgers, 4005 units of “ayran” and 12,940 glasses of tea were consumed during the Fair.

## Car Parks

An open car park with a capacity of 4,500 vehicles for participants and visitors, a closed car park for 600 vehicles and private car parks were available throughout the fair.

**Free valet parking service** was provided for the **VIP and Press Car Park**. Media Members were able to use all car parks free of charge during the fair.

## Transportation

While **METROBUS**, being integrated with the subway and rail system, provided easy access, free transportation was made available during the fair from numerous locations on the Anatolian and European sides at different times of the day.

## Security

Extensive security measures were taken for visitors and participants of the Fair, where 3151 expert security officers were assigned from October 20 to November 14 to ensure a smooth set-up and evacuation process as well.

## First Aid

Two different teams of healthcare professionals including 2 Specialist Doctors, 2 Nurses and 4 Medical Assistants from Çapa Healthcare services were made available from October 22 to November 14, 24 hours a day during the set-up and evacuation periods and until 24:00 hours during the Fair.



## **Media Plan**

Istanbul Autoshow Fair was promoted with an extensive media campaign. Highlights of the carefully prepared, comprehensive and effective marketing and promotion plan, implemented for over 1.5 years, are given below.

## **Utilization of Daily Newspapers**

<b><u>Newspapers</u></b>	<b><u>Frequency</u></b>
Sabah	4
Hürriyet	3
Türkiye	3
Zaman	3
Star	3
Milliyet	3
Vatan	3
Bugün	2
Radikal	2
Sözcü	2
Posta	3
Yurt	3
Fanatik	1
Akşam	2
Taraf	2
Takvim	1
Fotomaç	1
Milliyet (Bursa Supplement)	1
Habertürk (Bursa Supplement)	1
Sabah (Bursa Supplement)	1





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### Istanbul Autoshow 2012 Fair in Industrial Publications and Journals

<b>Journals</b>	<b>Frequency</b>
Automotorsport	2
Cosmopolitan	1
Aktüel	2
Şamdan	2
Otohaber	2
Esquire	2
Touch Istanbul	1
Para	1
Forbes	1
Auto Show	3
Time Out	1
Hot Wheels	1
Milliyet Kardeş	1
Auto World	3
Oto Dergi (Dig.)	3
Quattroroute TR	1
Otomobilden	6
E&H Cars	3
Carmedy (Dig.)	3
Autovision (Dig.)	3
Magazin Otomobil	3
Top Gear	3
FHM	3
EVO Magazin	3
TR Tuning	3
Digital Car Magazine (Dig.)	3
Autocar	2
CAR	1
Oto Aktüel	3
ODD Dergi	3
Hizmetix	2
Istanbul Deluxe	1
Campaign TR	2
Alem	2
Platin	2
4-4-2	2
Oto Ana Haber	2
Auto Türkiye (Dig.)	1
Turcomoney	1
Etiler VIP	1



## Online Advertising / Use of Internet Channels

Bombardment				
Site	Page	Banner Type	Size	Duration / Active
Medya Net News Bombardment	Given below.	Horizontal or vertical change	46Bx60, 728x90, 300x250, 120x600 Pixels	7 Days /1-7 November
Medya Net Finance Bombardment	Given below.	Horizontally or vertically changing areas	46Bx60,728x90,300x250, 120x600 Pixels	7 Days /1-7 November
Medya Net Automobile Bombardment	Given below.	Horizontally or Vertically changing areas	46Sx60, 72Bx90, 300x250, 120x600 Pixels	7 Days /1-7 November

NEWS BOMBARDMENT	
CNNTurk	Entire Site
Cumhuriyet	Entire Site
Dipnot.tv	Entire Site
Ekolay	Main Page
Ekolay	Search
Ekolay	News
Gencbilim	Entire Site
Haber24	Entire Site
Hürriyet	Main Page
Hürriyet	Ankara
Hürriyet	Photo analysis
Hürriyet	Agenda
Hürriyet	Haber Alarmı
Hürriyet	News
Hürriyet	Weather
Hürriyet	Planet
Hürriyet	Last Minute
Hürriyet	Webtv
Hürriyet	Authors
Kanaldhaber	Entire Site
Medyafaresi	Entire Site
Medyatava	Entire Site
Milliyet	Main Page
Milliyet	Archive
Milliyet	Business
Milliyet	World
Milliyet	Agenda
Milliyet	Haberci
Milliyet	Haberindex
Milliyet	Weather-Road
Milliyet	Politics
Milliyet	Last Minute
Milliyet	Video
Milliyet	Authors
Milliyet	Commentary
Ogretmenlersitesi	Entire Site
Posta	Entire Site
Radikal	Entire Site
Reklamazzi	Entire Site
Turkmedya	Entire Site
Vatan	Main Page
Vatan	World
Vatan	Agenda
Vatan	Politics
Vatan	Last Minute
Vatan	Video
Vatan	Life
Vatan	Authors

FINANCE BOMBARDMENT	
Bigpara	Entire Site
CNNTurk	Economy
CNNTurk	Finance
Cumhuriyet	Entire Site
Hürriyet	Economy
Hürriyet	Piyasaset
Hürriyet	Planet
Milliyet	Economy
Milliyet	Finance
Posta	Economy
Radikal	Economy
Vatan	Economy

AUTOMOBILE BOMBARDMENT	
Arabam	Entire Site
Arabaport	Entire Site
Hürriyet	Oto Yaşam
Milliyet	Automobile
Vatan	Automobile

October 22-November 11

SITE	SECTION	PUBLISHING TYPE	DURATION
Sabah.com.tr	Main Page	Rotation	3 weeks
Caferui.com.tr	Entire Site	Rotation	3 weeks

SITE NAME	VISIBILITY PERIOD	WEB SITE
Auto Türkiye	September-October-	<a href="http://www.autoturkiye.com">www.autoturkiye.com</a>
Oto Aktüel	September-October-	<a href="http://www.otoaktuel.net">www.otoaktuel.net</a>
I-motoring	September-October-	<a href="http://www.i-motoring.com">www.i-motoring.com</a>
Hizmetix	September-October-	<a href="http://www.hizmetix.com.tr">www.hizmetix.com.tr</a>
Oto Alsat	September-October-	<a href="http://www.otoalsat.com">www.otoalsat.com</a>
HürriyetOto	November 1-11	<a href="http://www.hurriyetoto.com">www.hurriyetoto.com</a>



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**TV Channels / Low Band – Prime Time**

ATV
TV8
KANAL D
STAR
CNN TÜRK
BLOOMBERG
HABERTÜRK
NTV
SKYTURK 360
BUGÜN TV
TGRT
KANALTÜRK TV
NUMBER 1 TV
NUMBER 1 TÜRK TV



### Radio Stations / Drive Time

RADYO TRAFİK
ALEM FM
LİG RADYO
POWER FM
POWER TÜRK
POWER XL
RADYO TURKUVAZ
İSTANBUL FM
KANALTÜRK RADYO
NUMBER 1 FM

### Outdoor Advertising

<u>MEDIA</u>	<u>NUMBER</u>
ISTANBUL METROPOLITAN MUNICIPALITY BILLBOARDS	75
POWER POLE VISUALS	200
STRÖER BILLBOARDS	200
WALL MEGALIGHT	2 NETWORKS+52 BOARDS (DOUBLE-SIDED)
STRÖER MEGALIGHT	90
IDO BOARD	BAKIRKÖY SEA BUS TERMINAL
METROBUS + STOPS	150 (METROBUS) + 300 (STOPS)
BRIDGE VISUALS	9 POINTS (ANATOLIAN-EUROPEAN SIDE)
SUBWAY CAR	72
CITY'S AVM	1 DISPLAY
SAPPHIRE AVM	1 DISPLAY
TRAM CLEAR CHANNEL	4 CARS (2 TRAMS / RETURN)
ATATÜRK AIRPORT, BOARD + SCROLLING DISPLAY	109 SCROLLING DISPLAYS + 1 CONVEYOR BOARD



### Use of Social Media and Digital Projects

Social media was used very effectively for the Fair, where automobile fans could enjoy new digital experiences with different applications developed specially for smart phones and tablets. The number of followers reached 10,000 thanks to special applications and competitions organized in the social media.

All information about the fair was shared with all interested parties on the colorful, **interactive web site** available in Turkish and English. Visitors of the fair were able to participate in competitions to win various prizes and plan their visit however they liked, by downloading the **I-Phone application**.

Including detailed information about the Fair and Activity Schedules, this application was greatly appreciated by participants and visitors.

### Other Marketing Works

In cooperation with Turkcell, personal SMSs were sent with a locational work targeted at Autoshow. In selected settlements on the Anatolian and European sides of Istanbul, 25,000 fair leaflets were distributed by hand.

All national and foreign contacts in Tüyap's database were notified with regular intervals and the target audience was informed about the fair.



## Media Reflections of Istanbul Autoshow Fair

Of the media channels covering the Istanbul Autoshow 2012 Fair:

936 were national,  
174 were local,  
21 were privately distributed,  
5 were foreign-based,  
27 were regional.

Coverage by type of publication:

107 journals  
639 newspapers  
366 newspaper supplements,  
51 journal supplements.

Publication frequency of these media channels:

65 were monthly,  
527 were daily,  
103 were weekly,  
24 were semimonthly, and  
444 were irregularly published.

### **Total Reflection:**

**1163 news pieces** in printed press

and **381 news pieces on TV**

Total Reflection was found to be **200,237 St xcm.**



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## Fair Participant List(Attachment)

COMPANY NAME
AFR TURİZM ORGANİZASYON VE ARAÇ KİRALAMA TİC. A.Ş. (TRAVELENCE)
A-G DAYANIKLI TÜKETİM MALLARI SAN. VE TİC. LTD. ŞTİ.
ATİ DAYANIKLI TÜKETİM MALLARI TURİZM İNŞAAT SAN. TİC. LTD. ŞTİ.
BAŞAR DIŞ TİCARET TURİZM LTD. ŞTİ.
BAYLAS OTOMOTİV A.Ş. (CITROEN)
BAYRAKTAR OTOMOTİV VE SERVİS HİZMETLERİ A.Ş. (INFINITI)
BAYTUR MOTORLU VASİTALAR TİC. A.Ş. (SUBARU)
BERAT TİCARET - RAMAZAN HAZAR
BESTEL EV GEREÇLERİ KIRTASIYE VE OYUNCAK TİC. LTD. ŞTİ.
BİRTEM TEMİZLİK TURİZM İNŞ. DIŞ TİC. PAZ. LTD. ŞTİ. (GUEX)
BORUSAN OTOMOTİV İTHALAT VE DAĞITIM A.Ş. (ASTON MARTIN-BMW-MINI-LAND)
CHEVROLET OTOMOTİV TİC. LTD. ŞTİ.
ÇELİK MOTOR TİCARET A.Ş. (KIA)
DAMLA LPG & CNG GAZ SİSTEMLERİ SAN. VE TİC. LTD. ŞTİ.
DELTA GRUP YAZILIM BİLİŞİM SİST. SAN. VE TİC. A.Ş.
DİZAYN ELEKTRONİK GÖRÜNTÜ MÜZİK VE VİP TASARIM MERK. SAN. TİC. LTD. ŞTİ.
DOĞUŞ OTOMOTİV SERVİS VE TİCARET A.Ş. (AUDI- VOLKSWAGEN-SFAT-PORCHE-AMBORGINI-BENTLEY)
ELEGANS OTO DİZAYN LTD. ŞTİ.
EŞARJ ELEKTRİK ARAÇLAR ŞARJ SİSTEMLERİ A.Ş.
FORD OTOMOTİV SANAYİ A.Ş.
GENERAL MOTORS TÜRKİYE (OPEL)
HI-FI MÜZİK SİSTEMLERİ A.Ş.
HONDA TÜRKİYE A.Ş.
HYUNDAİ ASSAN OTOMOTİV SAN. VE TİC. A.Ş.
İSOTLAR GRUP A.Ş. (TATA)
MAİS MOTORLU ARAÇLAR İMAL VE SATIŞ A.Ş. (RENAULT-DACIA)
MAZDA MOTOR LOGISTICS EUROPE N.V MERK BELÇİKA TÜRKİYE İSTANBUL ŞUBESİ
MEGA DANIŞMANLIK TEMSİLCİLİK DIŞ TİC. LTD. ŞTİ.
MEHMET YILMAZ (YILSAZ)
MERCEDES BENZ TÜRK A.Ş.
MERMERLER OTOMOTİV TAŞIMACILIK TUR. TEKSTİL İNŞ. GIDA VE PAZ. A.Ş. (HAIMA-IONWAY-DR-CHERY)
MESUT GRUP ELEKTRONİK İTH. İHR. SAN. VE TİC. LTD. ŞTİ.
NİSSAN OTOMOTİV A.Ş.
OKYANUS EĞİTİM KURUMLARI A.Ş.
ONUK TAŞIT TASARIM VE ÜRETİM A.Ş.
ORTAKLAR OTOMOTİV LTD. ŞTİ. (JAGUAR)
PEUGEOT OTOMOTİV PAZ. A.Ş.
SENKRON REKLAM VE MATBAACILIK SAN. TİC. LTD. ŞTİ.
SUZUKİ OTOMOBİL PAZ. VE TİC. A.Ş.
ŞAHSUVAROĞLU DIŞ TİC. KİMYASAL ÜR. OTOMOTİV PAZ. SAN. VE TİC. LTD. ŞTİ. (SSYANG YONG)
TEMSA GLOBAL SANAYİ VE TİCARET A.Ş. (MITSUBISHI)
TEZ ELEKTRONİK PAZARLAMA TİC. A.Ş. (ESSE GRUP)
TOFAŞ TÜRK OTOMOBİL FABRİKASI A.Ş. (FIAT-ALFA ROMEO-LANCIA-JEEP-MASERATI-FERRARI)
TOYOTA PAZARLAMA VE SATIŞ A.Ş.
UĞUR - NASIP ELEKTRİK ELEKTRONİK BOBİNAJ TEMİZLİK İŞLERİ TURİZM SAN. VE TİC. LTD. ŞTİ.
UFTADE KAUÇUK PLASTİK OTOMOTİV SAN. VE TİC. LTD. ŞTİ. (REFREF)
VOLVO OTOMOBİL TİC. LTD. ŞTİ.
YALIN YATÇILIK TURİZM İNŞAAT VE PAZARLAMA LTD. ŞTİ. (SWORDFISH)
YEŞİL GÜÇ ŞARJ SİSTEMLERİ ENERJİ TİC. VE SAN. A.Ş.
YÜCE AUTO MOTORLU ARAÇLAR TİC. A.Ş. (SKODA)



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# istanbul auto show 2012



İSTANBUL



TÜYAP FAIR CONVENTION AND CONGRESS CENTER

Büyükkçekmece, İstanbul / Turkey