

automechanika

ASTANA

licensed by
Messe Frankfurt Exhibition GmbH

Kazakhstan Automotive Market 2026

Market Intelligence
for Suppliers & Distributors

171,144

vehicles produced in 2025

\$4.5B

automotive industry output (2025)

14,263

visitors at AM Astana 2025

The data you need before entering Central Asia's
largest and fastest-growing automotive economy

Sources: Astana Times (Feb 2026) · Times of Central Asia · automechanika.kz

10–12 June 2026 | IEC EXPO, Astana, Kazakhstan | automechanika.kz

Why Kazakhstan: Five Signals That Matter Now

Economy accelerating

Real GDP grew 5.9% in 2025 (4.8% in 2024).

FDI hit \$15.7B in 2024 — post-Soviet record (+88% YoY).

China EV wave already here

EV sales +283.8% YoY in 2025.

~39% of all new cars sold in 2024 were Chinese brands.

Production surging

171,144 vehicles produced in 2025 (+18% YoY).

Industry output \$4.5B — strongest year on record.

Localization wave opening doors

Kia Qazaqstan (70K u/year) launched Oct 2025 · Hyundai Trans KZ +14.6% · supplier cluster forming in Kostanay & Almaty.

Investment-grade economy

S&P BBB- Positive · Fitch BBB Stable · Moody's Baa1 Stable — the only CA economy investment-grade by all three.

5.9%

GDP Growth 2025 (IMF)

4.8% in 2024

Sources: IMF World Economic Outlook Oct 2025 · Astana Times Jan/Feb 2026 · S&P Global Aug 2025 · Fitch 2025 · Moody's 2025 · Carnegie Endowment Aug 2025 · Hyundai Motor Group 2025

Market Size

A Market Too Large to Overlook

234,852

New Vehicles Sold (2025)

+14.4% YoY · 2nd year above 200K

171,144

Vehicles Produced (2025)

+18% YoY · all-time industry record

\$4.5B

Industry Output (2025)

2.3 trillion tenge · strongest on record

20.3M

Population

Median age 30.7 · +1.1%/yr

Sources: Times of Central Asia (Jan 2026) · The Astana Times (Feb 2026) · KAAP 2026 · Bureau of National Statistics RK 2025

Market Structure

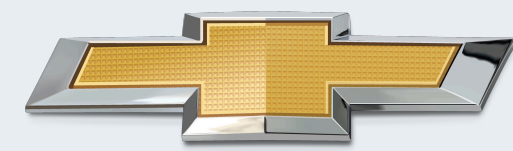
A Concentrated Market, Actively Diversifying

Top Brands 2025 (new vehicle sales):



50,868

+15.4%



CHEVROLET

38,880

best-seller Cobalt



23,402

local production
launched Oct 2025



Chinese brands

~50% share

of all new cars
sold in 2024

Local Production Landscape:

80 %

of cars sold in 2025 are
locally assembled

+18%

automotive industry growth
in 2025

113.6B

tenge invested in production
in 2025

11,153

people employed in the
sector

Key insight:

new brands arrive before the local parts & service ecosystem — creating immediate openings for European suppliers.

Assemblers: Hyundai Trans Kazakhstan (Almaty) · Kia Qazaqstan (Kostanay)
· Astana Motors Manufacturing · SaryarkaAvtoProm · Allur

Sources: Focus2move 2025 · GetRentacar / Kolesa 2025 · Astana Times 2026 · Carnegie Endowment Aug 2025

Three Forces Creating Supplier Opportunities Right Now

1. The EV Shift

EV sales **+283.8% YoY in 2025** · now 2% of market (huge base effect)

BYD #1 in EVs at 74.4% segment share

Duty-free EV import quota extended through 2025

Demand: batteries, power elect-ronics, charging, EV service tools

2. Localization drive

113.6B KZT invested in auto production in 2025

Kia Qazaqstan (70K u/yr) + Astana Motors Manufacturing launched

Almaty Autoparts · Kainar-AKB battery supply to Hyundai

CKD → supplier cluster forming in Kostanay & Almaty

3. Capital & Trade liberalization

Record FDI \$15.7B in 2024 **(+88%)**

16 SEZs · Aktobe SEZ (2025–2049) focused on auto components

Tiered 7/15/25-year tax holidays (since 2024)

KZ trade: \$50B with EU · \$44B with China · \$28B with Russia

Sources: Carnegie Endowment 2025 · KAAP 2026 · Hyundai Motor Group 2025 · Astana Times 2025–2026 · EY Kazakhstan Apr 2025 · PwC Tax Summaries 2025

Growth Potential

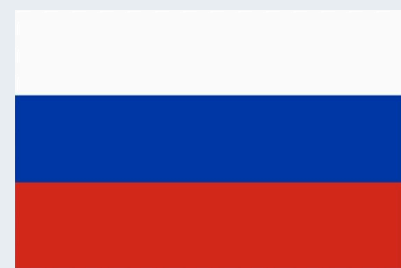
The Structural Gap Is Your Opportunity

Top Brands 2025 (new vehicle sales):



Kazakhstan

229



Russia

327



EU Average

560

Cars per 1,000 people

Kazakhstan is still at ~40% of EU motorization.

Every category — parts, service, tyres, diagnostics, body & paint
— has room to grow as the fleet doubles.

What Drives Growth:

Sales **+14.4% in 2025**
— 2nd year above 200K units

Record FDI **+88% in 2024**
(strongest on record)

20.3M population, median age
30.7, real wages rising

16 SEZs with tax holidays up to
25 years for component makers

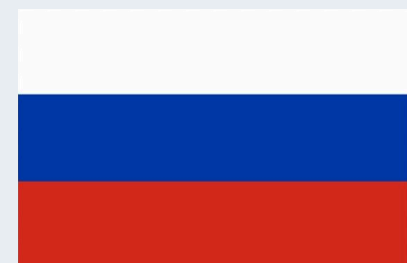
Sources: World Bank / Trading Economics (motorization, latest published) · Bureau of National Statistics RK · Focus2move 2025 · Astana Times 2026

Kazakhstan as the EAEU Gateway

One Market Entry. Five Countries. 185 Million Consumers.

Single Market — EAEU:

143M



Russia

20.3M



Kazakhstan
(hub)

9.1M



Belarus

7.4M



Kyrgyzstan

2.8M



Armenia

TOTAL EAEU

~185M · single customs · free movement of goods

Why Kazakhstan is the Regional Hub:

Investment-grade by S&P, Fitch, Moody's — rare in Central Asia

Middle Corridor / TITR — 3,000 km shorter than northern route

Container traffic 76,900 TEU in 2025 (+36% YoY)

800+ km of new 2nd-track rail from Chinese border completed

New super-ferries across the Caspian (120 wagons capacity)

EU trade turnover \$50B (2024); FTAs with Vietnam, Serbia, Iran

Sources: EAEU official · EY Kazakhstan TITR Report 2025 · Euronews Dec 2025 · TITR Report Jan 2025 · European Commission DG TRADE 2025

Investment Climate & Practical Entry for Europeans

Sovereign Credit Ratings (2025) — Investment Grade:

BBB-

Positive outlook

S&P (upgraded Aug 2025)

BBB

Stable

Fitch

Baa1

Stable

Moody's

Tax & Investment Framework:

SEZ regime — up to 100% corporate-tax exemption, 0% VAT, land/property relief

Aktobe SEZ (2025–2049) dedicated to automotive components

Tiered 7 / 15 / 25-year tax holidays since 2024 (scaled by investment size)

Practical Information:

Visa-free

All 27 EU citizens, up to 30 days · QazETA live since July 2025

Direct flights

Astana ↔ Frankfurt, Warsaw, London, Amsterdam, Istanbul + new Vienna/Sofia/Belgrade

Air partner

Air Astana — Official Aviation Partner of Automechanika Astana 2026

Time zone

UTC+5 — only 3–4 hours ahead of Central Europe

Languages

Russian across trade; English common in B2B

Sources: S&P Aug 2025 · Fitch 2025 · Moody's 2025 · PwC Tax Summaries KZ 2025 · Invest.gov.kz · Air Astana 2025 · Travel Tomorrow 2025

3 Days instead of 18 Months traditional way: a result that transforms B2B growth

18 Month

The slow way

Cold outreach

Slow trust-building

Delayed revenue

Multiple in-country visits

12–18 months to find the right distributor

3 Days

The Automechanika
Astana way

Brand visibility among decision-makers — before competitors arrive

Government and industry connections that open procurement doors

Vetted distribution partners already in-market

Direct access to qualified Kazakh & EAEU importers and buyers

at Automechanika Astana = what would otherwise take 18 months of market development.

Automechanika Astana 2026

Central Asia & the Caspian's Leading Automotive Trade Platform

The Event:

Organiser

BMCA — licenced representative of Messe Frankfurt (14+ global Automechanika editions)

Dates

10–12 June 2026

Venue

IEC EXPO, Astana, Kazakhstan

2026 themes

Sustainability · Localization · Aftermarket innovation

New formats

- Automechanika Academy (forum)
- Automechanika Mobility Park
- B2B matchmaking

10 Exhibition Sections:

Auto parts & components

Electronics & communication

Oils & lubricants

Tyres & wheels

Diagnostics & repair

Body & paint

Accessories & tuning

Car wash & care

Digital solutions

Connected & autonomous driving

Institutional support:

Ministry of Industry & Construction RK · KazAutoProm · KAAP · Chamber of Commerce

Official Aviation Partner:



Sources: automechanika.kz · Messe Frankfurt global Automechanika portfolio · Astana Times April 2025

Automechanika Astana 2025 — By the Numbers

Proven Scale. Qualified Audience. Real Business Done.

365

Exhibitors

2025 edition

14,263

Professional Visitors

From 45 countries

22

Countries of Origin

Germany · Italy · Japan · China · Turkey

11,786 m²

Exhibition Space

Growing YoY · IEC EXPO, Astana

Professional-only registration — every visitor is a qualified industry decision-maker.

Sources: automechanika.kz (official event data) · Astana Times April 2025 · JETRO J-messe database

Who Attends

The Decision-Makers Are in the Room

Who Visits the Exhibition:

Auto parts distributors

Retail chains

Automobile manufacturers

Government organisations

Dealership networks

Transport and logistics companies

Auto repair and service centres

14,263 visitors surveyed:

8,486 decision-makers

the core trust metric

59.5%

7,887 from target sectors

industry-relevant audience

55.3%

2,902 high-intent buyers

sector + decision power = premium leads

20.4%

Record fleet growth drives aftermarket consumption

Sources: Kazakhstan Association of Automotive Business (KAAP) 2026 · Carnegie Endowment 2025 · public press on sector leaders

Key Product Segments

Every Category Has a Growth Story

Spare parts & components

\$6.4B vehicle-related imports (2024)

~80% local assembly needs parts supply

Oils & lubricants

Record fleet growth drives aftermarket consumption

Tyres & wheels

Sales +14.4%

continental climate drives replacement cycles

Diagnostics & repair

New Kia/Hyundai/Chinese brands arriving without tooled service networks

Body & paint

Accident rates + aging fleet + new OEM launches sustain demand

EV batteries & power

EV sales +283.8%

Kainar-AKB-Hyundai battery supply deal signed

Digital & connected

Fleet management + telematics

Astana Hub IT ecosystem adjacent

Accessories & tuning

Culturally strong segment in a young, growing market

Why Automechanika Astana

The Most Efficient Route to Market in Central Asia & the Caspian

Global brand trust

Opens doors with local buyers from day one

Professional-only visitors

Every visitor is a qualified decision-maker

Dedicated matchmaking

B2B scheduling

interpreter services

Regional reach

Only platform

connecting EAEU (185M)

Caspian / Middle

Corridor in one room

Academy & Mobility Park

New education + live-demo formats for 2026

Government & Institutional Access

Direct line to Ministry of Industry, KazAutoProm, KAAP, Chamber of Commerce

Part of the Messe Frankfurt Automechanika network
– one global brand, 17+ editions worldwide, the same quality benchmark.



What Exhibitors Say

Voices from Automechanika Astana



For us, it is a strong platform where we meet existing clients in person and attract new partners. Our company actively works with Kazakhstan, Turkmenistan and Uzbekistan — participating in this region is especially relevant.

2nd year at AM Astana



We are participating in Automechanika Astana for the first time — it is important for us to explore the CIS market. In the very first days, we met promising customers and established contacts with suppliers. A valuable platform for business development.

Public Autoparts Company, 54-year-old UAE company · 48 brands



Based on the first two days of the exhibition, there are real results: thanks to our participation, we are finding partners, communicating and reaching cooperation agreements. We have already seen tangible outcomes.

Tengri Motors – Official distributor of REIZ in KZ

Source: exhibitor interviews on site at Automechanika Astana 2025

automechanika
ASTANA

licensed by
Messe Frankfurt Exhibition GmbH

10—12 JUNE 2026
IEC «EXPO», ASTANA

SECURE YOUR POSITION

in one of Eurasia's fastest-
growing automotive markets.

365+ exhibitors · 14,000+ visitors · 22+ countries · EAEU 185M market

Media Kit includes:

- Stand options & pricing
- Exhibitor services
- Visitor marketing programme
- Sponsorship opportunities
- Floor plan & pavilion map

Evgeny Sergeev

Deputy Director, Trade Shows & Exhibitions

evgeny.sergeev@bmca.kz

Beknazar Amirbay

International Sales Manager

beknazar.amirbay@bmca.kz

+7 (717) 264 22 10 (ext. 206)