



PRESS RELEASE

Toulouse 20/05/2026

Busworld Turkey: meeting the new expectations of OEMs in a changing market

In the bus and coach sector, ACTIA is now positioning itself as an architect of scalable vehicle platforms, capable of supporting manufacturers far beyond the simple supply of electronic equipment.

This ambition is reflected in a clear positioning: ACTIA: the architect of all your vehicle platforms and your long-term lifecycle partner, enabling continuous feature growth.

In other words, ACTIA designs global, coherent, and scalable electronic architectures, and supports OEMs over the long term to enable the continuous evolution of vehicle functions throughout their lifecycle.

In a sector characterized by long cycles and increasing demands in terms of connectivity, performance, and sustainability, value no longer lies solely in products, but in the ability to structure a robust and secure platform, integrated and controlled over time.

“Our role is to help manufacturers build robust, scalable, and sustainable platforms. The challenge is not only to deliver a solution, but to ensure it remains relevant over time,” explains Pierre Delrat, VP Bus & Coach at ACTIA.

It is within this context that ACTIA is taking part in Busworld Turkey–Istanbul, with the ambition of strengthening its presence in a strategic and demanding market for the group.

A structuring Turkish market with strong international exposure

Turkey has established itself as one of the main industrial hubs for commercial vehicles in Europe. According to the Automotive Manufacturers Association of Turkey, the country has a production capacity of nearly 2 million vehicles per year and has been one of the nation’s leading export sectors for several years.

In the bus and coach segment, this dynamic is reflected in the presence of more than ten OEMs, including highly integrated and internationally oriented manufacturers such as Otokar, Anadolu Isuzu, Tamsa, and Karsan. Some of them generate a significant share of their business from exports, positioning them directly in line with European standards in terms of quality, regulation, and performance.

This international exposure is accelerating the transformation of the market. Electrification is redefining energy architectures. Connectivity is becoming essential for diagnostics, maintenance, and services. The passenger experience, particularly in coaches, is becoming a key differentiating factor. At the same time, cost pressure remains high.

“The Turkish market is demanding and mature. It expects solutions capable of combining innovation, robustness, and competitiveness,” emphasizes Khalid Jaoui, Sales Manager ACTIA Bus & Coach.

A locally anchored ACTIA presence, close to OEMs

ACTIA does not approach Turkey as a new market. The company has been established there for over 20 years and already supports leading manufacturers on critical vehicle components, particularly in areas such as the cockpit, multiplexing, and electronic architecture. This support also includes addressing the latest regulatory requirements, especially in terms of cybersecurity, which have become essential for manufacturers operating in international markets.

This presence provides a solid foundation for future development. The objective is not only to increase visibility, but also to strengthen existing positions, expand the scope of deployed solutions, and support the next generations of platforms.

In this context, ACTIA will be present at Busworld Turkey alongside Eltesan. A long-standing local partner since 2001, Eltesan handles the distribution and integration of certain ACTIA solutions in Turkey, while providing essential proximity to manufacturers and market stakeholders.

This joint presence is part of a continuity-driven operational approach: it enables ACTIA to strengthen its local footprint and engage directly with OEM expectations, while also promoting its architectural vision and solutions firsthand.



From cockpit to HPC: an architecture designed as a platform

In this context, ACTIA is presenting at Busworld Istanbul a structured offering designed to meet the specific expectations of Turkish OEMs. The booth showcases a global approach to vehicle architecture, centered on consistency and functional centralization. The cockpit on display illustrates this evolution: functions are no longer scattered across multiple ECUs, but organized around a platform-based logic.

The MultiC FSX embodies this new generation of driver interfaces by integrating display, supervision, and interaction into a unified environment. It is part of a broader architecture structured by building blocks such as MASTER 68, MPS 33, and TGU-R connectivity solutions, which manage data exchange, energy, and communications.

The use of high-performance computers (HPCs) reflects this shift toward more centralized architectures. By consolidating multiple functions, these computers simplify integration, facilitate software updates, and prepare vehicles for more software-defined approaches.

"What we are showing is not a collection of products. It is a complete architecture, capable of evolving over time." emphasizes Pierre Delrat.

A pragmatic approach: innovation and product continuity

"The Turkish market is characterized by a high diversity of needs. Some programs are moving toward advanced architectures, while others favor robust and cost-optimized solutions.

ACTIA addresses this reality by combining innovation with product continuity. While solutions such as the MultiC FSX represent the new generation, more established products remain fully relevant for vehicles where cost control and reliability are key priorities. This ability to cover multiple levels of technological maturity enables the company to support manufacturers without forcing disruptive changes, while securing industrial roadmaps.

But beyond this approach, our role is also to help drive the market forward. We support OEMs in achieving differentiation by bringing them concrete innovations and anticipating industry developments. It is this combination of vision, expertise, and industrialization capability that positions us today as a key player in the sector." Specifies Khalid Jaoui.

ACTIVI and infotainment: towards a unified onboard platform

At the core of this approach, ACTIVI plays a structuring role. Designed as an infotainment and onboard management platform, it enables multiple functions to be centralized within a single system.

Based on an Android environment and compatible with multiple communication interfaces, ACTIVI offers manufacturers a high degree of integration and customization flexibility. Combined with ACTIVISION displays, it enables continuity between the cockpit and onboard services.

In a context where architectures are becoming increasingly complex, this type of turnkey platform helps reduce system fragmentation and accelerate projects.

From the passenger side: an enhanced and better-integrated onboard experience

In the coach segment, the passenger experience is becoming a key differentiating factor. Expectations are no longer limited to physical comfort: they now include access to content, onboard connectivity, and the overall consistency of the services provided.

ACTIA is addressing this evolution with a passenger offering structured around a complete infotainment ecosystem. The 13-inch TACTIL MAX touchscreen delivers an immersive individual experience, featuring a customizable Android interface and the ability to stream local or wireless content.

The VOD solutions complement this setup by enabling onboard content distribution, with centralized management and the ability to serve multiple users simultaneously.

Beyond the equipment itself, the value lies in the overall system logic. Infotainment solutions make it possible to centralize within a single architecture:

- Audio
- Video
- Navigation
- Onboard services

This approach replaces fragmented modules with a unified system that is easier to integrate and maintain.



A sustainable approach serving long-life cycle platforms

In an environment where architectures are becoming more complex and more connected, cybersecurity, safety, and service continuity are becoming increasingly critical.

ACTIA integrates these dimensions into a global approach that goes beyond technology alone, also encompassing the management of upgrades, maintenance, and the long-term sustainability of solutions.

Conclusion: a demanding market, a tailored response

The Turkish bus and coach market perfectly illustrates the current challenges of the sector: balancing technological innovation, industrial competitiveness, and the sustainability of solutions. Through its presence at Busworld Turkey, ACTIA demonstrates its ability to address these challenges with a structured approach combining architecture, products, and long-term support. This use case highlights ACTIA's ability to adapt its solutions to the specificities of each industrial market by delivering concrete, scalable responses aligned with manufacturers' expectations.

ABOUT ACTIA

Founded in 1986, the ACTIA Group is a family-owned, international mid-sized company that designs, manufactures, and operates electronic systems for demanding industrial sectors, particularly land mobility, aeronautics, space, and energy. Committed to electronics in motion for a more sustainable world, innovation drives the Group's technological and industrial excellence. ACTIA places sustainability, safety, and connectivity at the core of its activities to address the major challenges faced by its stakeholders. Its human-scale organization promotes operational agility and the strength of collective effort. This unique combination of cutting-edge expertise and a dynamic corporate culture makes ACTIA a leading partner for solutions that are both high-performing and responsible.

KEY FIGURES

- €535.4 million in consolidated revenue (2025)
- Nearly 3,800 employees worldwide, including around 1,500 engineers and R&D technicians
- 30 companies across 17 countries

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