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Argentina Autos Report Q2 2016

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Abstracts

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BMI view: As a result of Argentina's decision to float the peso in December and its subsequent depreciation against major currencies, sales volumes will continue declining in 2016. The weak peso will raise prices of imported vehicles and components but reinvigorated demand in the commercial vehicle segment will help keep total vehicle sales volumes from dropping significantly.

The peso's devaluation is raising final prices of new vehicles through its supply side-effects.

Mauricio Macri's presidential win will boost commercial vehicle demand in 2016 through market channels catering to agribusiness and infrastructure, which have benefited from a lot of investment.

Luxury car sales growth will significantly outperform high-volume models over 2016-2017

Argentina is set to become a pick-up production hub following investment by Toyota, Mercedes-Benz and Renault-Nissan.

Brands with local manufacturing will continue gaining market share against import-reliant brands.

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