

Argentina Autos Report Q3 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.

Key Views

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

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

Past 2016, recovery will be strong as economic reforms made by Mauricio Macri's government begin to attract investment and create employment, leading to a rise in all vehicle type sales.

Argentina is set to become a pick-up production hub.

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

Production will remain subdued in 2016 and 2017 as demand from Brazil remains historically low.

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