

Bahrain Autos Report Q2 2015

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Abstracts

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BMI expects a slowdown in new vehicle sales in Bahrain over 2015. We are targeting a still healthy 6.5% growth for the current year, down from the very strong estimated 14% growth seen over 2014. A deteriorating macroeconomic picture is the main reason behind our expectation for lower new car sales growth in 2015. As one of the MENA countries most exposed to lower oil prices, we believe that Bahrain will struggle to balance its deteriorating state finances with the economy's reliance on government expenditure. Financial assistance from the rest of the Gulf will support the government's infrastructure investment plans for the time being and should alleviate the need for a major adjustment in public spending.

This should also indicate continued strong demand for HCVs and construction equipment. The tourism industry, a bulwark of employment, will also benefit from Bahrain's links with Saudi Arabia. These factors should cushion the impact of the oil price slump on the economy and ensure continued growth in the construction and hospitality sectors in the coming years. Buoyant tourist arrival numbers should also indicate continued strong demand for new vehicles from the car rental market over 2015.

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