

Hungary Autos Report Q1 2016

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Abstracts

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Key Views

Commercial vehicle sales have been outperforming those of passenger cars over 2015 against a slowing macroeconomic backdrop.

Hungarian auto production remains dominated by three manufacturers, Magyar Suzuki, Daimler and Audi Hungaria.

One potential near-term headwind facing the local production sector comes from the ongoing emissions scandal engulfing automaker Volkswagen. Around 2mn out of the 11mn diesel engines affected by the scandal were reportedly produced at Audi Hungaria.

On the sales side, it also remains to be seen what effect the ongoing emissions scandal facing Volkswagen will have on the sales of its VW, Audi, Seat and Skoda marques within Hungary moving forward.

For now, Ford has risen to top spot in the Hungarian light vehicle new sales market, displacing Opel, with both the US carmaker's passenger car and light commercial vehicle (LCV) model range performing well.

Local producer Magyar Suzuki has also received a clear sales boost from the launch of sales of its locally-produced Vitara SUV, which was the top-selling model in Hungary during October 2015.

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