

Hungary Autos Report Q4 2016

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Abstracts

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This quarter, we have made a further upwards revision to our 2016 new vehicle sales forecast for Hungary, now targeting 16.5% growth. Low interest rates, rising wages and falling household debt levels continue to support this market.

Key Views

Mercedes-Benz's announcement of a second plant at Kecskemet will have a sharp positive effect on passenger car production in 2020, prompting us to revise up our forecast for that year.

The new plant will bolster Hungary's role as a luxury car manufacturing hub and will face limited risks of being delayed or revised, given Mercedes' strong recent performance and outlook.

Across H116, Suzuki has maintained its lead of domestic sales, boosted by continued strong demand for its locally-produced Vitara SUV model.

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