

Iran Autos Report Q1 2016

<https://marketpublishers.com/r/IB673D3CC62EN.html>

Date: January 2016

Pages: 29

Price: US\$ 1,295.00 (Single User License)

ID: IB673D3CC62EN

Abstracts

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BMI View: The autos sector will be one of the biggest beneficiaries of the lifting of sanctions in 2016, as the consumer base has shown its preference for Western brands.

The improved outlook for infrastructure project financing is also supportive for the commercial vehicle segment.

Key Views

Western brands will be well received post-sanctions, given the backlash against domestic carmakers.

European brands will be best positioned to gain market access quickest.

Improved infrastructure project financing will be supportive for the commercial vehicle segment.

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