

Iran Autos Report Q4 2016

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Abstracts

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BMI View: Total vehicle sales will grow significantly in 2016 off the back of easing sanctions and returning western brands. A preference for western brands will boost passenger vehicle sales as consumers that delayed purchases under sanctions, as they waited for these brands to return to market, move to purchase vehicles. Additionally, the booming construction industry will support commercial vehicle sales in 2016.

Key Views

Preferences for Western brands re-entering the market will drive vehicle sales.

Ban on American vehicle manufacturers will prevent them from entering the market.

Improved financing for infrastructure projects will support the commercial vehicle segment.

Investment into vehicle production will facilitate investment into the component supply chain industry.

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