

Romania Autos Report Q3 2016

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Abstracts

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BMI View: Rebounding consumer sentiment coupled with low base effects will support passenger vehicle sales in 2016. Logistics opportunities and the growth in the construction industry as a result of the government's drive to boost transport infrastructure will increase the demand for commercial vehicles. This strong growth will drive total vehicle sales of 11.7% to 134,265 units in 2016.

Key Views

Growing consumer sentiment started translating into an uptick in big-ticket purchases, such as new autos, following a period of restraint by consumers.

Government's current pro-cyclical fiscal policy will support infrastructure and boost commercial vehicle sales.

Significantly weak inflationary pressures will remain in place throughout 2016, thereby improving consumers' buying power.

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