

Romania Autos Report Q4 2016

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Abstracts

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BMI View: A recovery in consumer sentiment coupled with VAT cuts, low inflation and low interest rates will drive passenger vehicle sales in 2016, while the government's expansionary fiscal policy and investment geared towards ramping up infrastructure will increase the demand for commercial vehicle sales. This growth will drive total vehicle sales up by 11.7% to 134,265 units in 2016.

Key Views

Growing consumer sentiment started translating into an increase in major 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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