

# Serbia Autos Report Q1 2016

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## Abstracts

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**BMI View:** We believe that a combination of low interest rates and an increase in fleet renewal from business should lead to further measured growth for the Serbian new vehicle sales market in 2016, although sales growth will not be as strong as that seen in 2015. We are targeting 5% sales growth for the sector as a whole, with commercial vehicles set to outperform passenger cars.

Commercial vehicles are outperforming passenger cars against a recovering macroeconomic backdrop, with Serbia now moving out of recession.

A spate of new model launches has provided clear impetus to the passenger car market across 2015.

We expect Skoda to remain the dominant player in Serbia's new vehicle sales market over 2016.

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