

# Turkey Autos Report Q4 2015

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## Abstracts

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Over 2015, dealers and automakers will see their sales volumes improve markedly after their significant drop in 2014. Better credit conditions and pricing stability across the year form part of the reason for this. However, another main reason for this strong growth is due to increased numbers of both consumers and businesses bringing forward their purchases in 2015 instead of 2016. This is due to the strong depreciation in the Turkish lira against both the US dollar and the Euro which will eventually force automakers to raise prices on imported vehicles in order to protect their repatriated earnings values.

Thus, strong growth in 2015 is cannibalising growth potential in 2016 and, as a result, we forecast a much slower rate of growth that year. This is more so the case in the passenger car market which remains highly dependent on imported models. In contrast, the heavy commercial vehicle segments will be less affected by the depreciation since a larger proportion of truck sales are accounted for by locally built models, which will see their prices rise less quickly.

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