

# Luxury Cars in Malaysia

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## Abstracts

In 2018, the rising number of environmentally-conscious consumers in Malaysia boosted demand for green luxury cars like plug-in hybrid electric vehicles. BMW launched its plug-in hybrid the BMW 530e Sport, which features eDrive Technology, in January 2018 in Malaysia. As part of its marketing strategy, BMW, as an official e-Mobility partner, sponsored several BMW 5 series hybrid cars for the Tenaga Nasional Bhd (TNB) for utilisation in the Electric Power Supply Industry (CEPSI). Mercedes-Benz al...

Euromonitor International's Luxury Cars in Malaysia report offers a comprehensive guide to the size and shape of the Luxury Cars market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Cars retailing along with the development of consumers' shopping patterns. Forecasts to 2023 illustrate how the market is set to change

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Luxury Cars market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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