

# Vietnam Automobile Comprehensive Report Q1/2019

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## Abstracts

### VIETNAM AUTOMOBILE INDUSTRY

Vietnam automobile industry is now almost stopped at simple assembly with the an average localization rate of approximately of 10%. In order to promote domestic automobile manufacture, The Government has promulgated Decree 116/2017/ND-CP to create new development opportunities for domestic enterprises instead of being inferior to imported automobiles. As a result, in 2018, the total number of cars manufactured and assembled nationwide increased by 8.5% compared to 2017, in which passenger cars had the highest proportion.

The market entry of VinFast is expected to boost the domestic automobile manufacturing and assembly industry, which helps to increase the localization rate and reduces dependence on imported cars.

According to the Vietnam Automobile Manufacturers Association (VAMA), in 2018, the overall automobile market sales increased by 1.5% compared to 2017. It can be seen that the consumption structure of cars by region of Vietnam almost stayed unchanged as it still concentrated on the North and the South with the proportion of 42.47% and 43.33% respectively.

According to the General Department of Customs, in December 2018, the number of imported cars in Vietnam increased by 16.3% in volume and 11.1% in value compared to the previous month. Although the number of imported automobiles in 2018 declined, the strong purchasing power in the last 3 months of the year showed that the demand for consumer cars was still high.

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