

# AID NEWSLETTER

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**TURKEY**  
TURKISH  
DELIGHT JULY  
SALES SURGE  
PAGES 17-20

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## RUSSIA | CAR MARKET

# Russia's long-running car sales winter finally seems over

Russia's steepest and longest car sales crash in decades appears to be over. The industry and its hard-pressed dealers no less, after enduring four successive years of plummeting domestic car sales, have breathed a sigh of relief as latest car sales figures showed that the long-awaited upturn has finally arrived.

The icy grip holding Russia's new car market for the past half-decade or so appears to have eased a great deal, and in consequence gives rise to the upbeat view that before long Russia's car market could be back to the high annual sales levels last seen during pre-crisis 2012 when sales peaked at 2.7 million sold units. It is a bold thing to say about a market where new car sales fell unremittingly for close on 50 months running. Like the first faint light of dawn, first signs that the worst may well be over appeared during the closing months of last year, marked by a notable slowing in the rate of decline. Since the start of the current year these upbeat signs gained further momentum, leading in turn to the first notable monthly car sales gains.

AID Graph 17/125

### END OF RUSSIAN CAR SALES FREEFALL?

RUSSIA PASSENGER CARS SALES HISTORY | Q1 2012 - Q2 2017



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