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## Car Market Russia - Guaranteed Growth

Do any car markets still exist offering certain and guaranteed growth?

„Yes“ says Gerd Heinemann, the author responsible for an up-to-date market study about the Russian automobile market.

“Even when projecting a negative scenario, it will still result in a moderate market growth in Russia.”

Even though Russia cannot replace Germany as the country with the highest number of car registrations in Europe, and despite the massive decline in the last quarter of 2008, a record number of new registrations will still be reached.

### Definite growing potential for the aftermarket

The Russian aftermarket for car parts, car chemicals, accessories and tyres offer a huge potential for all carmakers, parts manufacturers and car dealers.

Hence, the current car parc of about 29 million cars generates an aftermarket potential amounting to almost € 7 thousand million.

According to ABH this potential is certain to grow, as the peak years for new registrations and imports of used cars of the recent past now enter the market. ABH estimates a yearly increase in volume of around 10%, solely from the car parc already available.

However, the volumes of the aftermarket are still limited, as every second car registered in Russia is older than 10 years and more than every third is even older than 15 years. The survey of brandnames also shows the limited potential for West European parts suppliers, nearly 70% of the vehicles stem from Russian production.

### Complex Structures

Entry to the Russian market continues to present a challenge, because Russian politics protects local companies from new competition. New entrants must accept existing structures and position themselves within them.

After very intensive and not always straightforward research, ABH market researchers have succeeded in selecting the most important car manufacturers and car parts manufacturers in Russia. As a result you can find real giants like the Rolf Company at the car dealer level, who according to current publications have marketed nearly 140 000 new cars per year.

Structures are developing at the parts dealer level as well. Hence, the European co-operations AD, GAU and ATR are already widely represented and Temot International has just gained EXIST - the parts dealer, as a partner.

In case of any further questions, please do not hesitate to contact us.

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