Intesco Research Group

WORLD MARKET OF LIGHT MOTOR VEHICLES. RUSSIAN MARKET OF LIGHT MOTOR VEHICLES

MOSCOW 2012

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RESEARCH METHODOLOGY

Subject of research:

WORLD MARKET OF LIGHT MOTOR VEHICLES. RUSSIAN MARKET OF LIGHT MOTOR VEHICLES.

Goal of research:

ASSESSMENT OF SITUATION ON THE MARKET & FORECAST OF ITS DEVELOPMENT FOR 2011-2015.

Region of research:

RUSSIA

Main blocks of research:

VOLUME OF RUSSIAN MARKET
PRODUCTION OF PASSENGER CARS IN RUSSIA
IMPORT OF PASSENGER CARS
EXPORT OF PASSENGER CARS
CAR PRICES
MARKET TRENDS
STATE REGULATION
PROFILES OF THE LARGEST PASSENGER CAR MANUFACTURERS
FORECAST OF AUTOMOTIVE MARKET DEVELOPMENT FOR 2011-2015.

Market segmented by:

PASSENGER CARS
LARGEST MANUFACTURERS
LARGEST IMPORTERS
LARGEST EXPORTERS
PRICES IN AUTOMOBILE SEGMENTS
MAKES OF CAR FLEET
FEDERAL DISTRICTS OF RF
REGIONS OF RF
YEARS

Largest passenger car manufacturers analyzed

"AVTOVAZ" JSC

"AVTOFRAMOS" JSC

"FORD MOTOR COMPANY" JSC

"VOLKSWAGEN GROUP RUS" LTD.

"AVTOTOR" JSC

Information sources used:

Federal State Statistics Service

Economic Development Ministry of RF

Transportation Ministry of RF

Federal Customs Service

Federal Tax Service

Field expert evaluations

Retail sales report

Materials of the field’s main players

Data from professional associations

Field print and electronic publications

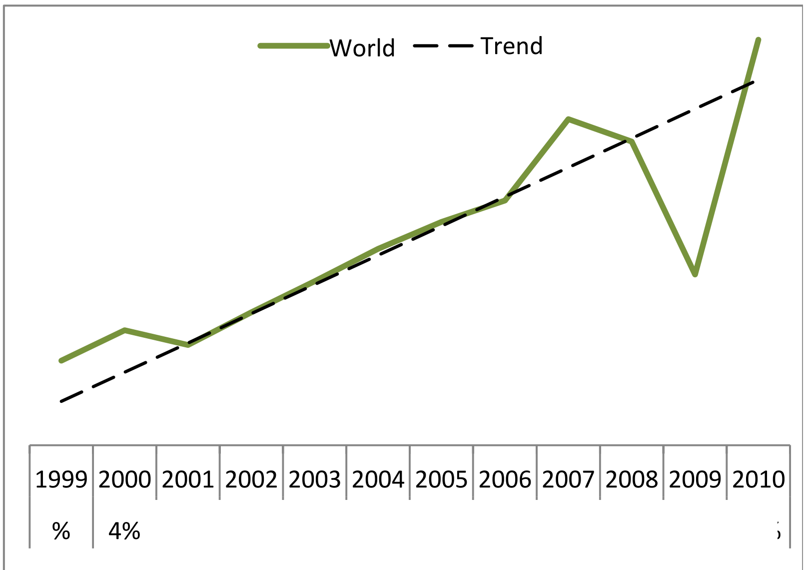
The research contains 80 schedules, 104 diagrams and 94 tables.

EXTRACTS FROM RESEARCH

CHAPTER 3

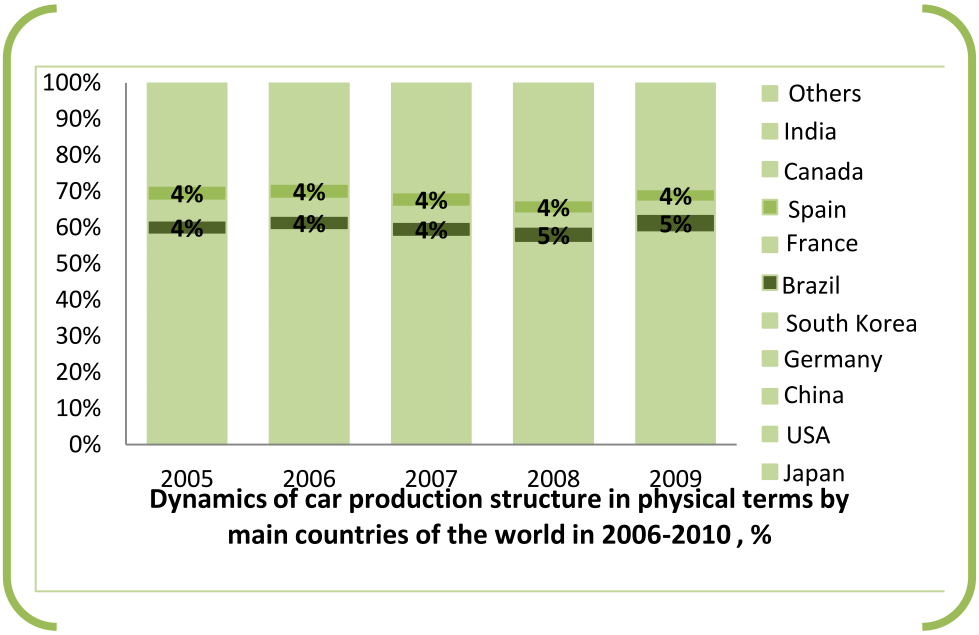
WORLD MARKET

In 2002-2006, the world volume of car manufacturing had been increasing by ***% annually. During that period the production volume grew by *** mln. cars a year. After a high growth of production in 2007 (***%, *** mln. cars – almost the same amount like for the previous *** years!) a recession came in 2008, which brought the production volume back to the former trend, and then, in 2009, there was a slump in production by ***%. According to initial estimation, the growth in 2010 returned the production to the previous trend, or, perhaps, surpassed it a little, so it was about ***% comparing with the production volumes in 2009.



Volume of car production in the world 1999-2010, units

Largest manufacturing companies



Dynamics of car production structure in physical terms by main countries of the world in 2006-2010 , %

In absolute terms, the crisis in the worst way affected General Motors (they manufactured passenger cars by *** less in 2009 than in 2005) and Ford (-*** cars), having faced with great problems during its active period and being supported by the government. Hyundai (whose production volume in 2009 was *** mln. cars, that is by *** mln. cars more, than in 2005) and Volkswagen (*** and *** mln, respectively) passed through it best of all.

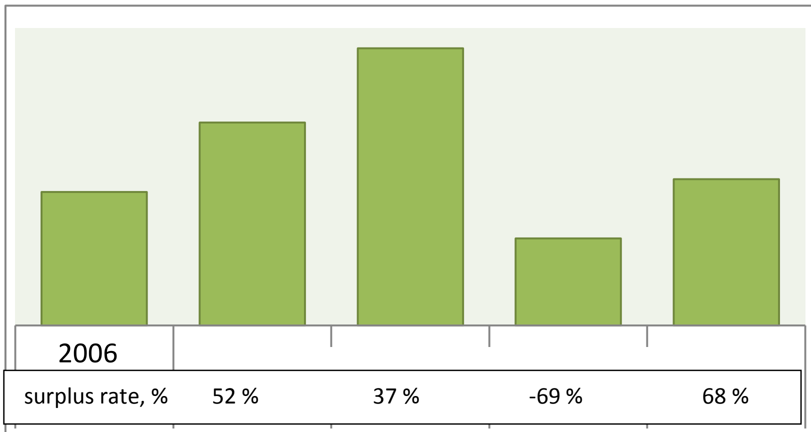
Table 6. Production volume of passenger cars by major world manufacturers in 2005-2009, units.

	2005	2006	2007	2008	2009
World	**46 862 978**				
Toyota					
Volkswagen					
General Motors					
Hyundai			2 292 075		
Honda					
Ford					
Peugeot					2 769 902
Nissan		2 512 519			
Suzuki					
Renault			2 276 044		
Others					

CHAPTER 4

VOLUME OF RUSSIAN AUTOMOTIVE MARKET

By 2008, the volume of Russian automotive market reached its peak in *** bln. rub. The economic slump of 2008-2009 resulted in decrease of its volumes more then by a bln. rub. – up to *** mln. rub. The growth in 2010 was also significant – the market increased by ***, that is nearly *** mln. rub.



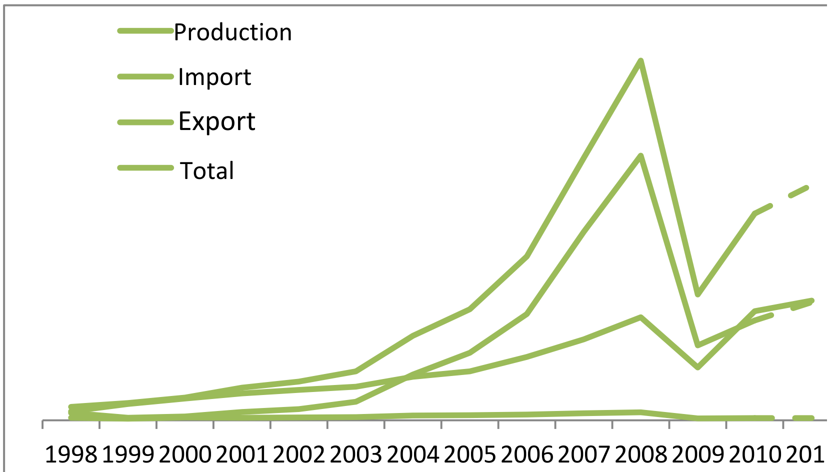
Volume of Russian car market in 2006-2010, mln. rub.

Share of import on the Russian car market in 2006-2010, %

In 2009, the domestic products had a minimal share in the Russian market - ***% only. However due to the crisis and dropped demand for more expensive foreign cars, its share started increasing gradually and, in 2010, it took ***% of all market volume.

Market volume of passenger cars

Market structure



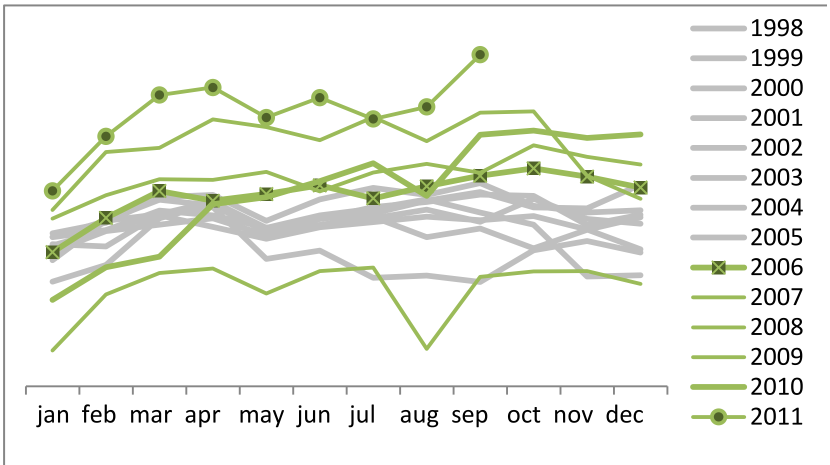
Dynamics of production, import and export of passenger cars in RF in 1998-2011* mln. rub.

Since 2004 the imports was a main factor determining the size of Russian market of passenger cars. However, during the crisis in 2009-2010, the import volumes reduced to *** bln. rub., that is ***% of overall volumes of market decrease. As a result of quick recovery of production volumes, in 2010 the domestic production (the first time since 2004) took more than *** of Russian passenger car market.

CHAPTER 6

PRODUCTION OF PASSENGER CARS IN RUSSIA

In the first three quarters of 2011, the average monthly volumes of car production exceeded *** ths. units, that is approximately 57% more than in the same period of the previous year. Sticking to that production deference till the end of the year, the production volumes in 2011 will be about *** mln. units, so this result is going to be the best one during the last 20 years[1].



Dynamics of passenger car production in RF by months in 1998-2011, units

No obvious seasonality in the car manufacturing in 2006-2011 was observed.

[1]For reference, the peaking rates of production during RSFSR were reached in early 1980s when *** mln. cars were annually produced.

CHAPTER 12

MARKET TRENDS

12.1. Automotive market trends

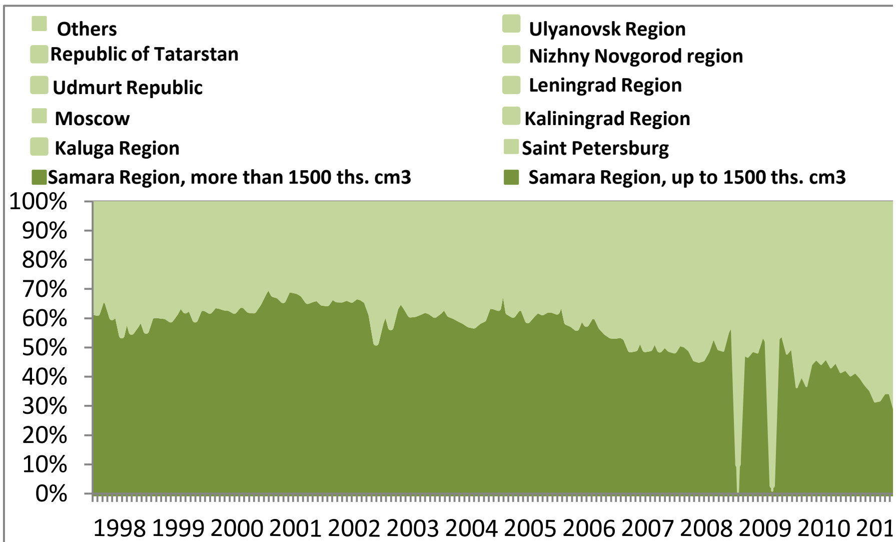
Structural change of Russian manufacturers

During the last decade, the "AvtoVAZ" situation in the market was gradually becoming worse. In 1998-2000, the company had more than two-thirds in producing the Russian products. Afterwards, their share was gradually going down, yielding it to the growing producers from the other regions of Russia. The first short-term recession came in November, 2002, when "AvtoVAZ" had only about ***% of all cars manufactured in Russia. After that time, its share became equal quickly, but began its gradual descent. In March, 2007, for the first time during the observed period, "AvtoVAZ" produced less than *** of all Russian products. During the first 9 months in 2011…

…

The share of ***% followed the similar dynamics, though not so dramatic and highlighted in the press – if in 1998 its share in Russian production was more than ***%, by the year 2011 it was reduced to about ***%.

Their share was occupied by "new automotive manufacturing regions" – Kaliningrad, Leningrad, Kaluga Region, Moscow and Saint Petersburg, where assembly of foreign cars was being developed dynamically.



Dynamics of car production structure by regions of RF by months in 1998-2011, %

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

ABOUT
INTESCO RESEARCH GROUP

INTESCO RESEARCH GROUP is the analytical agency, specializing in development of high-quality business plans, feasibility studies and marketing researches both on federal and regional levels of RF. We provide our clients with up-to-date and accurate information, professional recommendations for conducting business.

All works of **INTESCO RESEARCH GROUP** are based on the proven investigation methods. When conducting marketing researches and developing the business plans, the agency applies the worldwide accepted methods of investments efficiency evaluation and they are based on the Russian and international quality standards.

Analysts of **INTESCO RESEARCH GROUP** are the graduates of the leading Moscow institutions of higher education (Moscow State University, Moscow Institute of Physics and Technology, Russian Academy of Economics after Plekhanov, Higher School of Economics, State University of Economics and Finance) and have deep knowledge in marketing, methods of marketing research arrangement, investment projects efficiency evaluation, preparing the analytical reports and business-forecasting.

Professional approach and service, highly-qualified specialists, deep knowledge of various markets, broad design experience and constant improvement allow the **INTESCO RESEARCH GROUP** to provide the high-quality service to all the clients.

Information from our reports is published in the largest Russian newspapers and magazines: “Vedomosti”, “Kommersant-Dengi”, “Rossiyskaya gazeta”, “Forbes”, “Russian Food Market”, “FoodService”, “RBK daily”, “Tsenovick”, “Moe delo. Magazin”, “MAXIM”, “Odnako”, “Khlebopekarnoe proizvodstvo”, “Producty i Pribyl”, “Konditerskaya sfera/khlebopechenie”, “Unipack.Ru”, and etc.

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и многие другие

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