OTOMOTİV
DİSTRİBÜTÖRLERİ
& MOBİLİTE DERNEĞİ

AUTOMOTIVE DISTRIBUTORS' AND MOBILITY ASSOCIATION

Press Release

March 4th, 2024

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Executive Coordinator

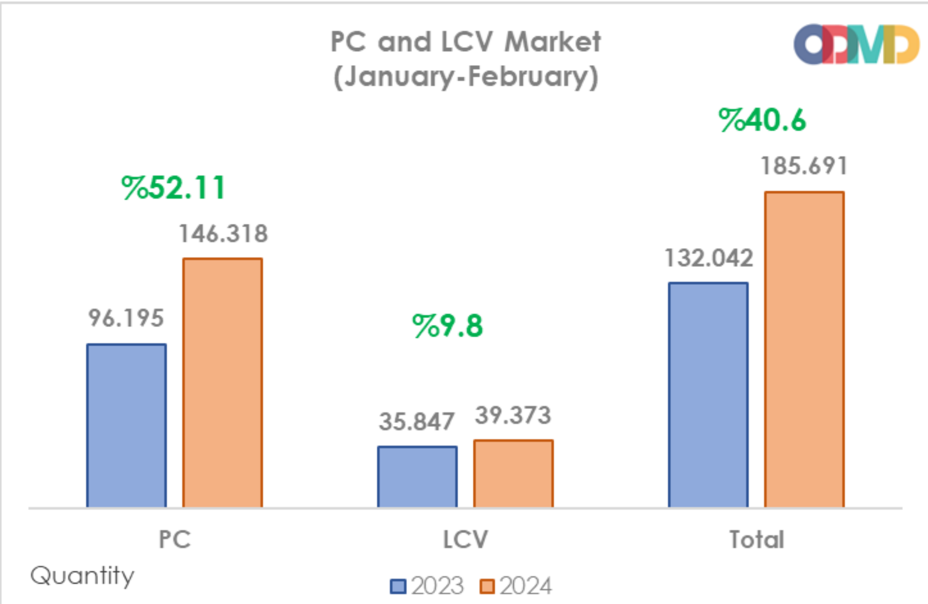
March 4th, 2024

Passenger Car and Light Commercial Vehicle Market

(February, January-February 2024)

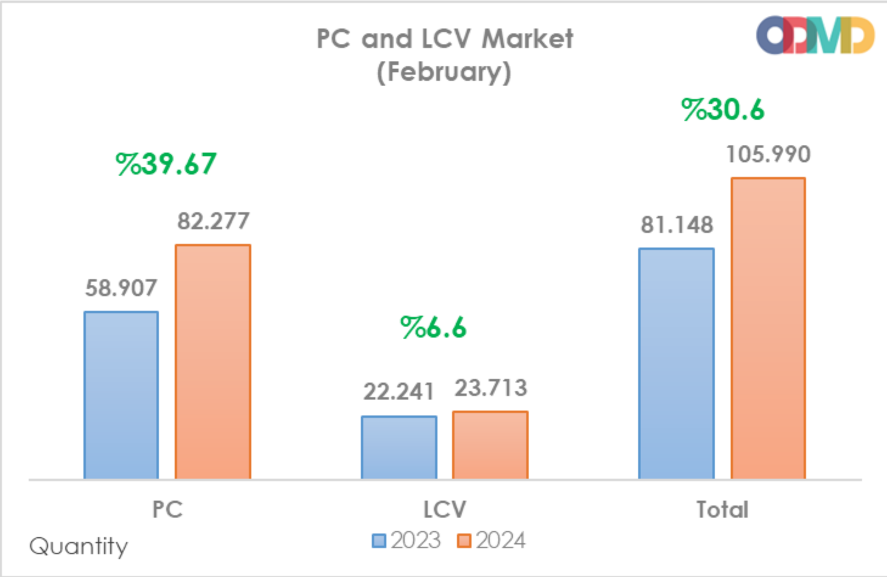
Passenger car and light commercial vehicle market increased by %40.6 in January-February 2024.

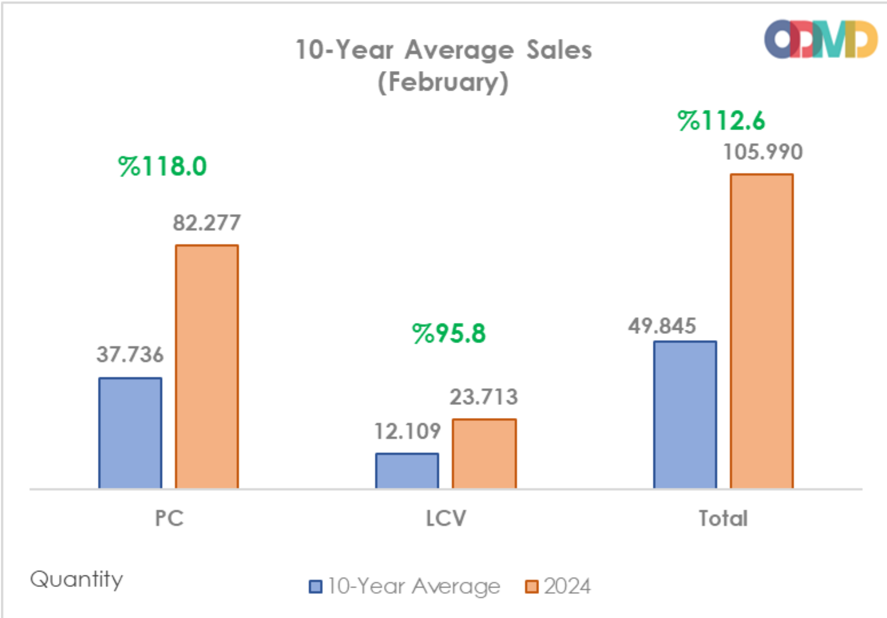
- Turkey's passenger car and light commercial vehicle total market increased by %40.6 compared to previous year, to 185,691 units.
- Passenger car sales went up by %52.11 in January-February 2024, compared to previous year, to 146,318 units while light commercial vehicle sales went up by %9.8 to 39,373 units.



Passenger car and light commercial vehicle market increased by %30.6, passenger car market increased by %39.67, and light commercial vehicle market increased by %6.6 in February 2024.

- Passenger car and light commercial vehicle market increased by %30.6 compared to February 2022, to 105,990 units.
- In February 2024, passenger car sales went up by %39.67 and were 82,277. Light commercial vehicle market increased by %6.6 and was 23,713 units.
- Passenger car and light commercial vehicle market, in comparison to the average 10-year February sales, showed an increase of %112.6.
- Passenger car market, in comparison to the average 10-year February sales, showed an increase of %118.0.
- Light commercial vehicle market, in comparison to the average 10-year February sales showed an increase of %95.8.





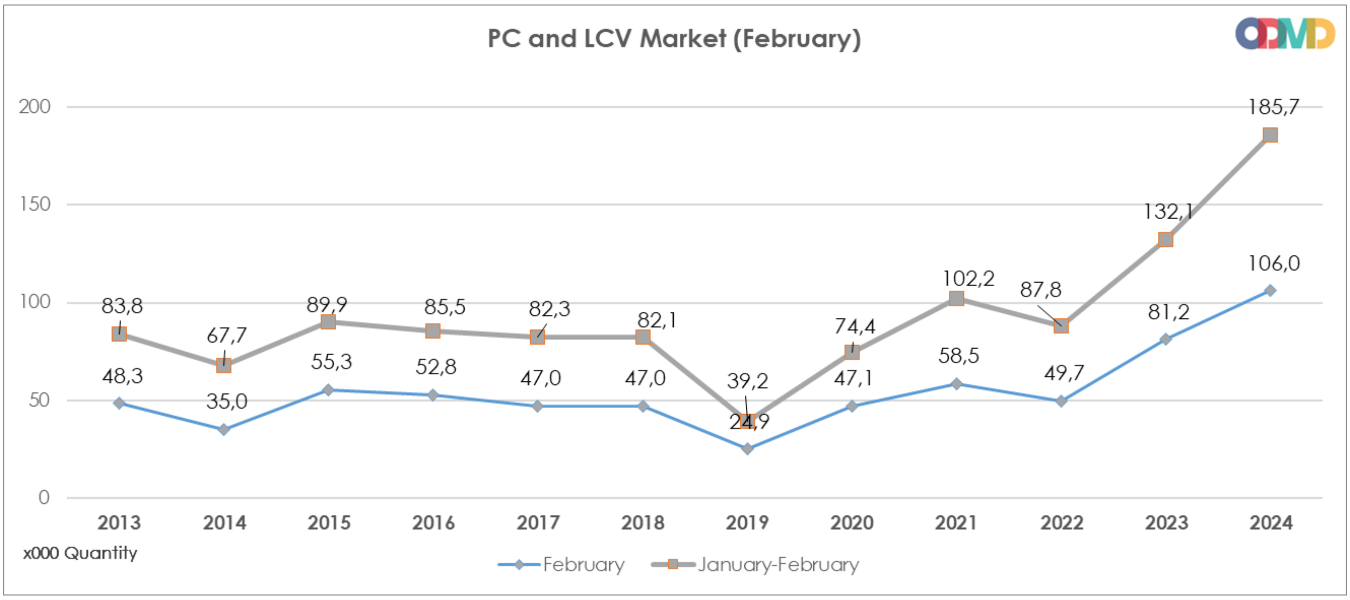


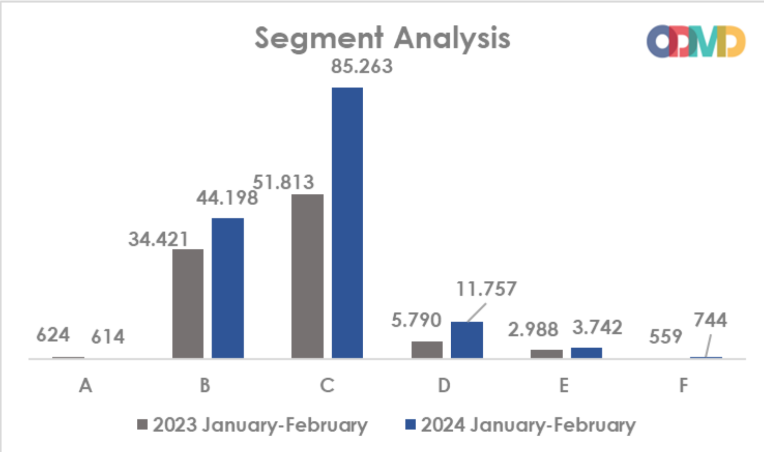
Table 1: PC and LCV Market, 10-Year Average Sales, Progress Graphic by Years
Table 2: PC Market, 10-Year Average Sales, Progress Graphic by Years
Table 3: LCV Market, 10-Year Average Sales, Progress Graphic by Years

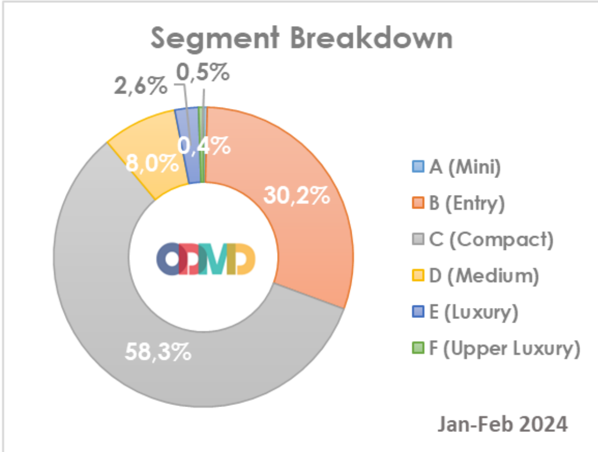
Passenger Car Market Analysis

(January-February 2024)

When evaluated according to segments;

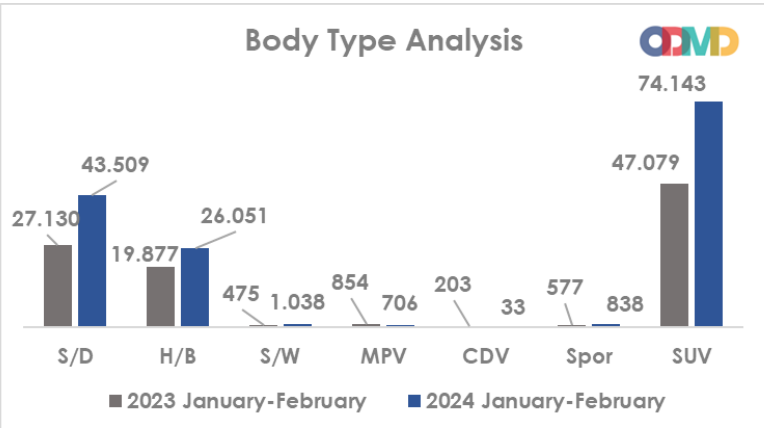
- %88.9 of the passenger car market segment consisted of the vehicles in the A, B and C segments.
- Segment C passenger cars took a share of %58.3 with a quantity of 85,263,
- Segment B passenger cars took a share of %30.2 with a quantity of 44,198.





When evaluated according to body type;

- Most preferred body type was SUV (%50.7, 74,143 units).
- Following SUV body are Sedan passenger cars with a share of %29.7 and a sales volume of 43,509 units.
- H/B with a share of %17.8 and total sales volume of 26,051 units.



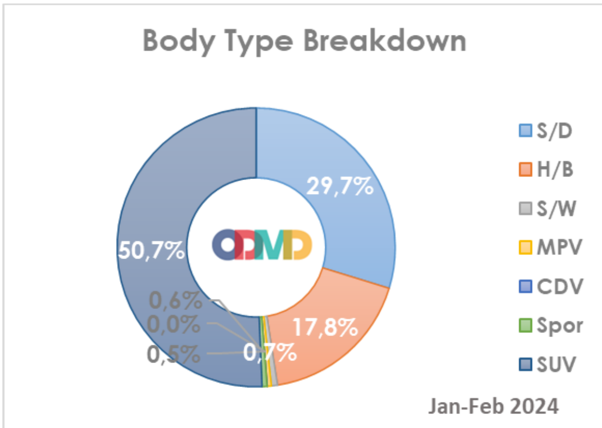
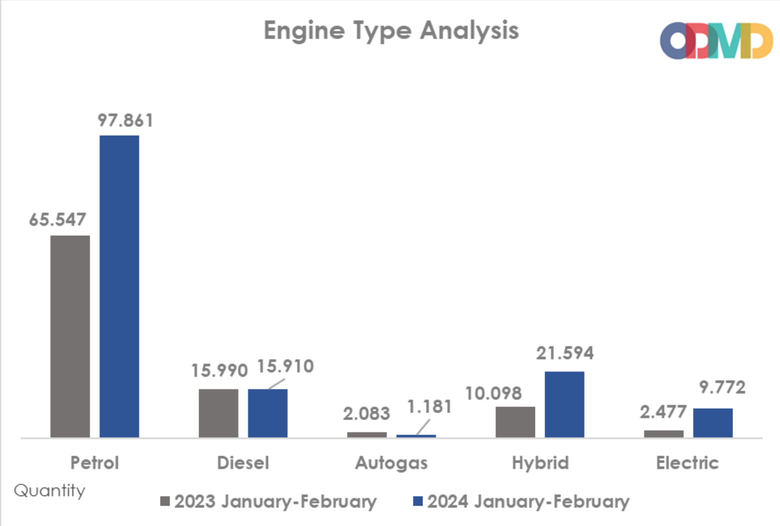
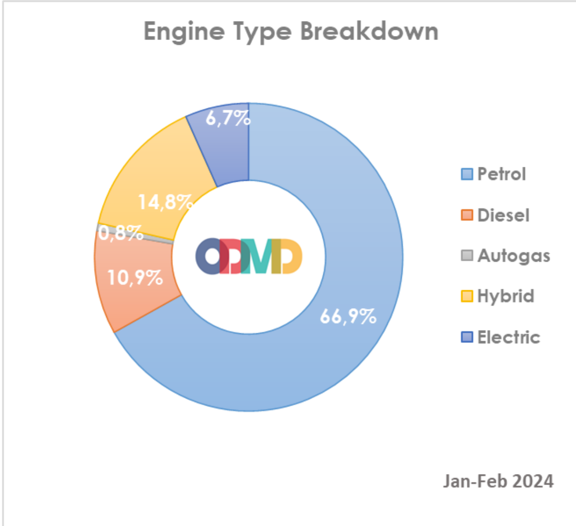


Table 4: Sales Volume, Share and Changes According to Segment and Body Type

When studied in terms of engine type;

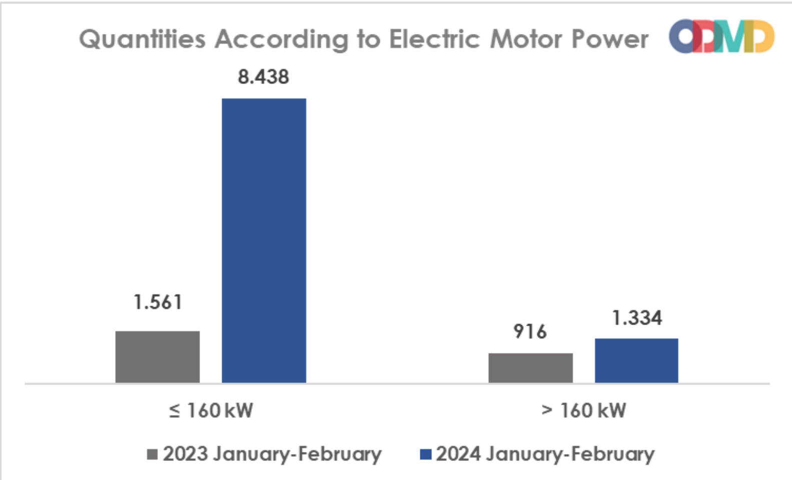
- Petrol car sales took a share of %66.9 (97,861 units),
- Diesel car sales took a share of %14.8 (21,594 units),
- Hybrid car sales took a share of %10.9 (15,910 units),
- Electric car sales took a share of %6.7 (9,772 units),
- Autogas car share was %0.8 (1,181 units).

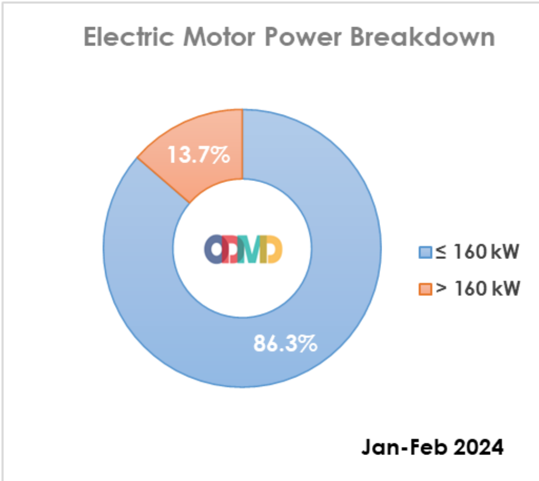




When studied in terms of electric motor power;

- Sales of electric cars under 160kW increased by %440.6 with a share of %86.3,
- Sales of electric cars above 160kW increased by %45.6 with a share of %13.7.





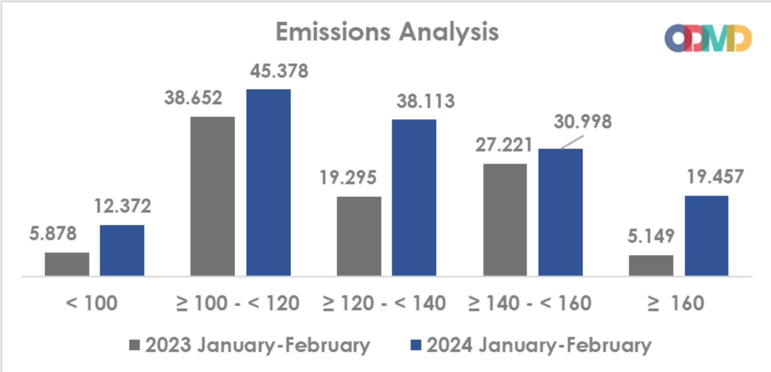
When studied in terms of engine volume;

- Sales of passenger cars under 1600cc increased by %37.3 with a share of %77.8,
- Sales of passenger cars between 1600-2000cc increased by %46.4 with a share of %0.6,
- Sales of passenger cars above 2000cc increased by %92.7 with a share of %0.2.

Table 5: Sales Volume, Share and Changes According to Engine Type
Table 6: Sales Volume, Share and Changes According to Engine Volume

When studied in terms of average emission values;

- Passenger cars between 100-120 gr/km had the share of %31 with a quantity of 45,378,
- Passenger cars between 140-160 gr/km had the share of %26 with a quantity of 38,113.



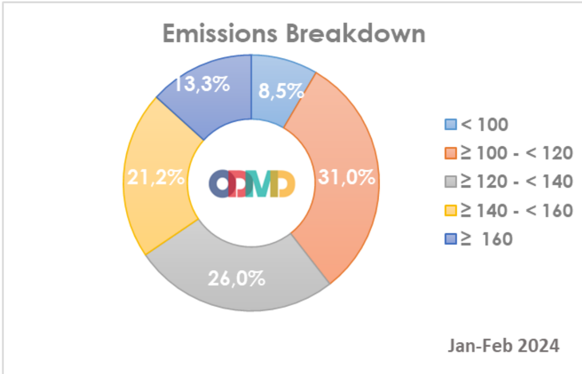
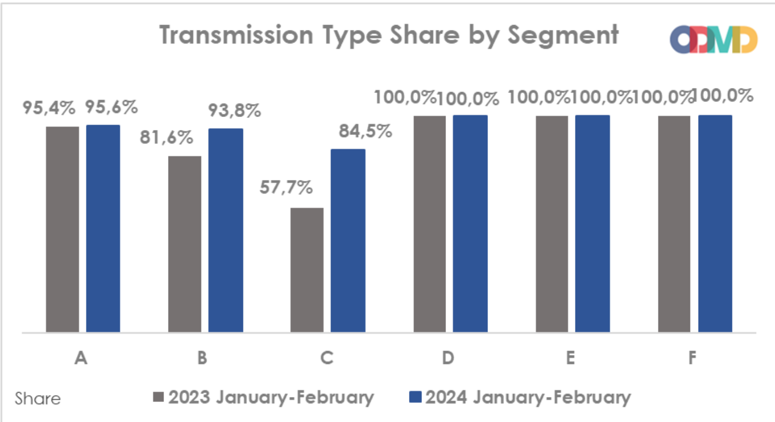


Table 7: Sales Volume, Share and Changes According to Emission Values

Automatic transmission passenger car sales reached a share of %89.1 with a quantity of 130,391 while manual transmission passenger car sales reached a share of %10.9 with a quantity of 15,927.



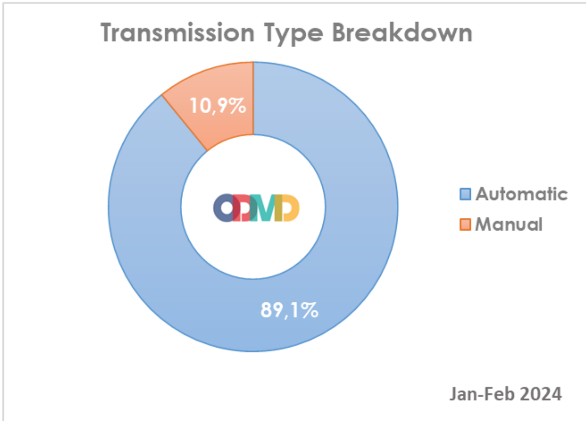


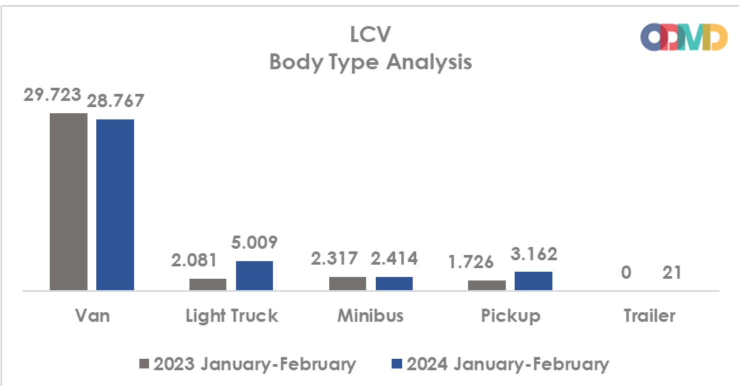
Table 8: Sales Volume, Share and Changes According to Automotic Transmission Type

Light Commercial Vehicle Market

(January-February 2024)

Light commercial vehicle market evaluated according to body type;

- Vans with a quantity of 28,767 units and a share of %73.1 had the highest sales volume.
- Light trucks followed vans with a share of %12.7 and 5,009 units.



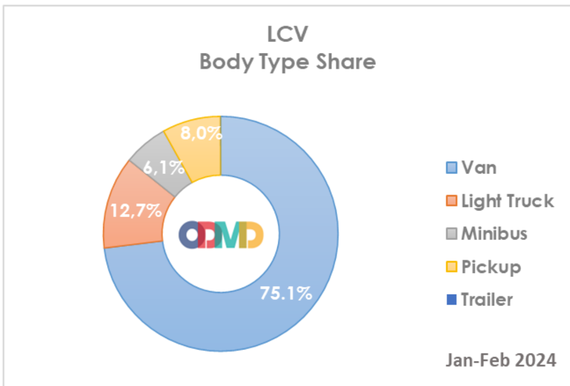
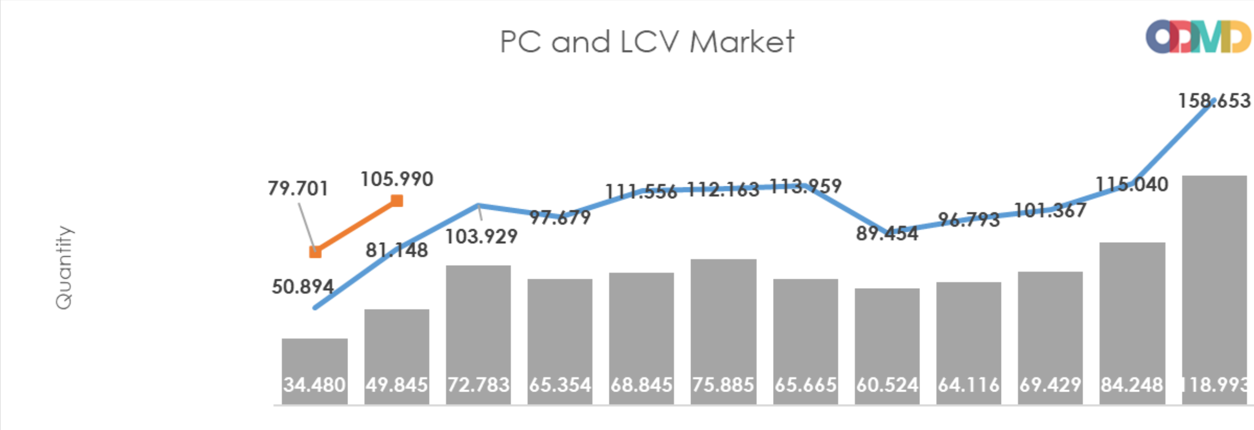


Table 10: Sales Volume, Share and Changes According to LCV Body Type

Appendix

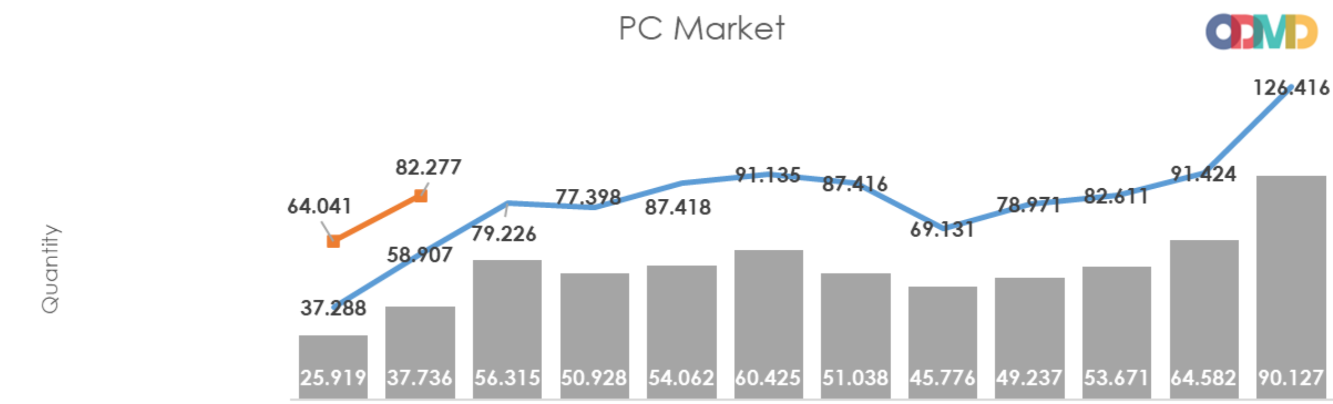
Table 1: PC and LCV Market, 10-Year Average Sales, Progress Graphic by Years



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
10 Year Average	34.480	49.845	72.783	65.354	68.845	75.885	65.665	60.524	64.116	69.429	84.248	118.993
2023	50.894	81.148	103.929	97.679	111.556	112.163	113.959	89.454	96.793	101.367	115.040	158.653
2024	79.701	105.990										
24/23	56,6%	30,6%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%
24/10 Year Average	131,2%	112,6%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%

YEAR	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
2010	20.095	31.172	51.769	54.946	59.377	60.896	61.345	61.764	63.814	73.404	73.962	148.369	**760.913**
2011	44.892	58.663	78.403	77.695	80.646	81.573	63.044	58.406	60.129	69.421	63.657	127.910	**864.439**
2012	29.545	41.324	64.884	62.949	81.468	74.096	71.596	65.043	69.629	59.938	71.710	115.400	**807.582**
2013	35.523	48.307	68.774	73.575	81.468	74.096	71.596	65.043	67.963	58.014	79.301	129.718	**853.378**
2014	32.670	35.021	47.581	53.305	58.121	60.163	59.907	60.199	66.531	66.573	80.621	146.989	**767.681**
2015	34.615	55.331	83.302	91.602	81.542	86.158	83.836	82.577	64.025	64.255	84.601	156.173	**968.017**
2016	32.713	52.825	82.948	84.887	93.904	91.540	58.533	71.556	67.593	83.000	122.309	141.912	**983.720**
2017	35.323	46.965	73.802	75.988	85.422	83.658	82.297	72.536	71.352	91.752	100.859	136.240	**956.194**
2018	35.076	47.009	76.345	71.126	72.755	51.037	52.734	34.346	23.028	21.571	58.204	77.706	**620.937**
2019	14.373	24.875	49.221	30.971	33.016	42.688	17.927	26.246	41.992	49.075	58.176	90.500	**479.060**
2020	27.273	47.122	50.008	26.457	32.235	70.973	87.401	61.533	90.619	94.733	80.141	104.293	**772.788**
2021	43.728	58.504	96.428	61.488	54.734	79.819	47.849	58.454	57.141	56.746	60.216	62.243	**737.350**
2022	38.131	49.652	64.267	60.035	65.167	80.652	52.206	48.336	62.084	65.222	82.311	115.220	**783.283**
2023	50.894	81.148	103.929	97.679	111.556	112.163	113.959	89.454	96.793	101.367	115.040	158.653	**1.232.635**
2024	79.701	105.990											**185.691**
10 year av	*34.480*	*49.845*	*72.783*	*65.354*	*68.845*	*75.885*	*65.665*	*60.524*	*64.116*	*69.429*	*84.248*	*118.993*	**792.241**
%	*131,2%*	*112,6%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	

Table 2: PC Market, 10-Year Average Sales, Progress Graphic by Years



	Jan	Feb	Mar	Apr	June	Jun	Jul	Aug	Sep	Oct	Nov	Dec
10 Year Average	25.919	37.736	56.315	50.928	54.062	60.425	51.038	45.776	49.237	53.671	64.582	90.127
2023	37.288	58.907	79.226	77.398	87.418	91.135	87.416	69.131	78.971	82.611	91.424	126.416
2024	64.041	82.277										
24/23	71,7%	39,7%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%
24/10 Year Average	147,1%	118,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%

YEAR	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
2010	12.594	20.651	33.958	36.549	40.467	42.086	41.399	42.222	42.477	47.859	50.061	99.461	**509.784**
2011	29.868	39.004	54.023	53.835	56.302	56.714	43.518	38.875	39.964	47.508	44.951	88.957	**593.519**
2012	21.077	29.189	47.270	45.645	50.460	50.849	44.531	41.236	49.360	43.440	52.297	80.926	**556.280**
2013	25.835	36.814	51.785	56.999	62.383	58.290	55.712	51.611	52.925	46.985	64.117	101.199	**664.655**
2014	24.368	27.167	37.812	42.769	46.379	47.278	46.602	45.131	49.262	50.814	59.695	110.054	**587.331**
2015	24.498	40.817	61.676	70.211	62.878	67.766	64.218	61.753	47.088	47.954	62.397	114.340	**725.596**
2016	23.358	40.588	63.975	65.618	73.832	71.111	45.566	53.977	51.340	63.746	95.783	108.044	**756.938**
2017	25.689	34.658	55.616	57.998	65.799	66.164	62.384	54.890	53.423	70.488	75.956	99.694	**722.759**
2018	26.611	35.901	59.798	55.108	57.227	41.225	42.024	26.976	17.595	16.809	46.204	60.843	**486.321**
2019	10.979	19.205	38.628	24.416	27.126	36.024	15.398	21.544	35.308	39.996	47.803	70.829	**387.256**
2020	22.016	37.727	39.887	21.825	25.073	57.067	69.427	44.372	71.296	76.341	64.357	80.721	**610.109**
2021	35.358	44.749	76.357	48.375	43.138	62.348	36.311	44.756	43.408	40.512	42.982	43.559	**561.853**
2022	29.020	37.641	50.173	45.564	51.750	64.134	41.031	35.230	44.681	47.440	59.222	86.774	**592.660**
2023	37.288	58.907	79.226	77.398	87.418	91.135	87.416	69.131	78.971	82.611	91.424	126.416	**967.341**
2024	64.041	82.277											**146.318**
10 year av	*25.919*	*37.736*	*56.315*	*50.928*	*54.062*	*60.425*	*51.038*	*45.776*	*49.237*	*53.671*	*64.582*	*90.127*	***609.548***
%	*147,1%*	*118,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	

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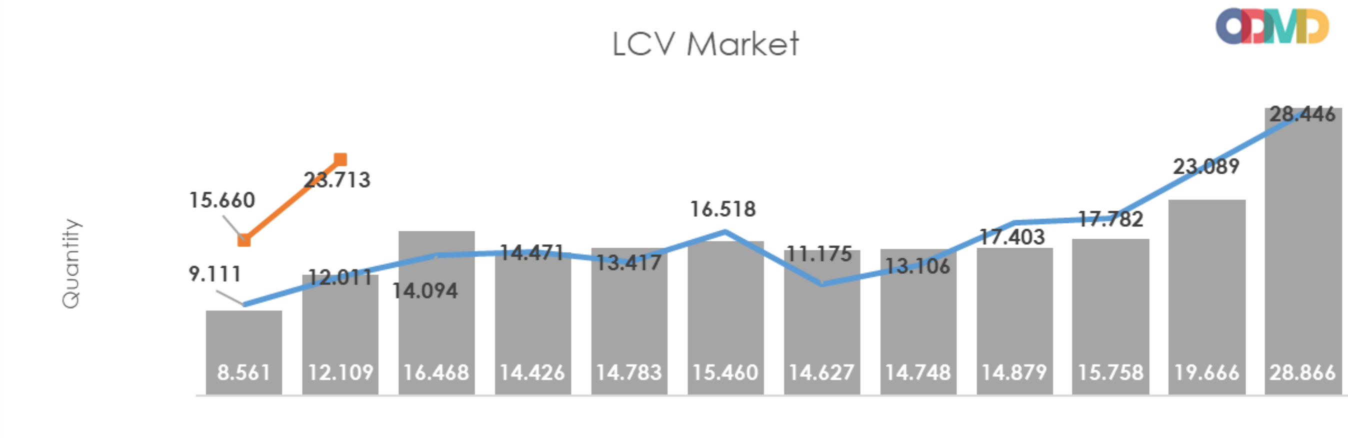
Table 3: LCV Market, 10-Year Average Sales, Progress Graphic by Years



	Jan	Feb	Mar	Apr	June	Jun	Jul	Aug	Sep	Oct	Nov	Dec
10 year av	8.561	12.109	16.468	14.426	14.783	15.460	14.627	14.748	14.879	15.758	19.666	28.866
2023	9.111	12.011	14.094	14.471	13.417	16.518	11.175	13.106	17.403	17.782	23.089	28.446
2024	15.660	23.713										
24/23	71,9%	97,4%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%
10 year av	82,9%	95,8%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%	-100,0%

YEAR	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
2010	7.501	10.521	17.811	18.397	18.910	18.810	19.946	19.542	21.337	25.545	23.901	48.908	**251.129**
2011	15.024	19.659	24.380	23.860	24.344	24.859	19.526	19.531	20.165	21.913	18.706	38.953	**270.920**
2012	8.468	12.135	17.614	17.304	20.403	20.218	17.773	16.912	20.269	16.498	19.413	34.474	**221.481**
2013	9.688	11.493	16.989	16.576	19.085	15.806	15.884	13.432	15.038	11.029	15.184	28.519	**188.723**
2014	8.302	7.854	9.769	10.536	11.742	12.885	13.305	15.068	17.269	15.759	20.926	36.935	**180.350**
2015	10.117	14.514	21.626	21.391	18.664	18.392	19.618	20.824	16.937	16.301	22.204	41.833	**242.421**
2016	9.355	12.237	18.973	19.269	20.072	20.429	12.967	17.579	16.253	19.254	26.526	33.868	**226.782**
2017	9.634	12.307	18.186	17.990	19.623	17.494	19.913	17.646	17.929	21.264	24.903	36.546	**233.435**
2018	8.465	11.108	16.547	16.018	15.528	9.812	10.710	7.370	5.433	4.762	12.000	16.863	**134.616**
2019	3.394	5.670	10.593	6.555	5.890	6.664	2.529	4.702	6.684	9.079	10.373	19.671	**91.804**
2020	5.257	9.395	10.121	4.632	7.162	13.906	17.974	17.161	19.323	18.392	15.784	23.572	**162.679**
2021	8.370	13.755	20.071	13.113	11.596	17.471	11.538	13.698	13.733	16.234	17.234	18.684	**175.497**
2022	9.111	12.011	14.094	14.471	13.417	16.518	11.175	13.106	17.403	17.782	23.089	28.446	**190.623**
2023	13.606	22.241	24.703	20.281	24.138	21.028	26.543	20.323	17.822	18.756	23.616	32.237	**265.294**
2024	15.660	23.713											**39.373**
10 year av	*8.561*	*12.109*	*16.468*	*14.426*	*14.783*	*15.460*	*14.627*	*14.748*	*14.879*	*15.758*	*19.666*	*28.866*	***182.693***
%	*82,9%*	*95,8%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	

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February 2024 Data

Table 4: Sales Volume, Share and Changes According to Segment and Body Type

2024 February	1	2	3	4	5	6	7		
Segment	**S/D**	**H/B**	**S/W**	**MPV**	**CDV**	**Spor**	**SUV**	**Total**	**Share**
A (Mini)	0	345	0	0	0	22	38	**405**	*0,5%*
B (Entry)	2.529	12.235	0	0	16	13	12.543	**27.336**	*33,2%*
C (Compact)	18.532	3.549	213	479	1	398	21.812	**44.984**	*54,7%*
D (Medium)	1.797	94	264	0	0	28	4.870	**7.053**	*8,6%*
E (Luxury)	1.031	0	16	4	0	49	1.011	**2.111**	*2,6%*
F (Upper Luxury)	213	1	0	0	0	10	164	**388**	*0,5%*
Total	**24.102**	**16.224**	**493**	**483**	**17**	**520**	**40.438**	**82.277**	
Share	*29,3%*	*19,7%*	*0,6%*	*0,6%*	*0,0%*	*0,6%*	*49,1%*	***100,00***	

2023 February	1	2	3	4	5	6	7		
Segment	**S/D**	**H/B**	**S/W**	**MPV**	**CDV**	**Spor**	**SUV**	**Toplam**	**Pay**
A (Mini)	0	435	0	0	0	5	0	**440**	*0,7%*
B (Entry)	1.630	11.164	0	0	136	5	8.485	**21.420**	*36,4%*
C (Compact)	12.770	2.380	32	196	0	272	15.754	**31.404**	*53,3%*
D (Medium)	1.992	172	257	0	0	86	1.138	**3.645**	*6,2%*
E (Luxury)	1.161	0	52	5	0	22	504	**1.744**	*3,0%*
F (Upper Luxury)	122	0	0	0	0	28	104	**254**	*0,4%*
Total	**17.675**	**14.151**	**341**	**201**	**136**	**418**	**25.985**	**58.907**	
Share	*30,0%*	*24,0%*	*0,6%*	*0,3%*	*0,2%*	*0,7%*	*44,1%*	***100,00***	

Change	1	2	3	4	5	6	7	
Segment	**S/D**	**H/B**	**S/W**	**MPV**	**CDV**	**Spor**	**SUV**	**Toplam**
A (Mini)		-20,7%				340,0%		-8,0%
B (Entry)	55,2%	9,6%			-88,2%	160,0%	47,8%	27,6%
C (Compact)	45,1%	49,1%	565,6%	144,4%		46,3%	38,5%	43,2%
D (Medium)	-9,8%	-45,3%	2,7%			-67,4%	327,9%	93,5%
E (Luxury)	-11,2%		-69,2%	-20,0%		122,7%	100,6%	21,0%
F (Upper Luxury)	74,6%					-64,3%	57,7%	52,8%
Total	**36,4%**	**14,6%**	**44,6%**	**140,3%**	**-87,5%**	**24,4%**	**55,6%**	**39,7%**

S/D: Sedan, H/B: Hatcback, S/W: Station Wagon, MPV: Multi-Purpose Vehicle, CDV: Car Derived Van, SUV: Sport Utility Vehicle

OTOMOTİV DİSTRİBÜTÖRLERİ & MOBİLİTE DERNEĞİ

Table 5: Sales Volume, Share and Changes According to Engine Type

ENGINE TYPE	2023 February		2024 February		Change
	Quantity	Share	Quantity	Share	
Petrol	39.985	67,9%	56.647	68,8%	41,7%
Diesel	10.973	18,6%	7.855	9,5%	-28,4%
Autogas	780	1,3%	640	0,8%	-17,9%
Hybrid	5.763	9,8%	11.336	13,8%	96,7%
Hybrid	*923*	*1,6%*	*3.856*	*4,7%*	*317,8%*
Plug-in Hybrid	*90*	*0,2%*	*193*	*0,2%*	*114,4%*
Mild Hybrid	*4.750*	*8,1%*	*7.287*	*8,9%*	*53,4%*
Electric	1.406	2,4%	5.799	7,0%	312,4%
Pure Electric	*1.215*	*2,1%*	*4.713*	*5,7%*	*287,9%*
Extended Range	*191*	*0,3%*	*1.086*	*1,3%*	*468,6%*
Total	**58.907**	**100%**	**82.277**	**100%**	**39,7%**

Table 6: Sales Volume, Share and Changes According to Engine Volume

ENGINE VOLUME	ENGINE TYPE	2023 February		2024 February		Change
		Quantity	Share	Quantity	Share	
≤ 1600cc	B/D	51.377	87,2%	64.512	78,4%	25,6%
1601cc - ≤ 2000cc	B/D	292	0,5%	475	0,6%	62,7%
≥ 2001cc	B/D	69	0,1%	155	0,2%	124,6%
B/D Subtotal		**51.738**	**87,8%**	**65.142**	**79,2%**	**25,9%**
<=1600cc	HYBRID	3.778	6,4%	7.207	8,8%	90,8%
1601cc - <=1800cc (<=50KW)	HYBRID	0	0,0%	0	0,0%	
1601cc - <=1800cc (>50KW)	HYBRID	498	0,8%	2.526	3,1%	407,2%
1801cc - <=2000cc	HYBRID	1.369	2,3%	1.487	1,8%	8,6%
2001cc - <=2500cc (<=100KW)	HYBRID	67	0,1%	34	0,0%	-49,3%
2001cc - <=2500cc (>100KW)	HYBRID	2	0,0%	21	0,0%	950,0%
>2500cc	HYBRID	49	0,1%	61	0,1%	24,5%
Hybrid Subtotal		**5.763**	**9,8%**	**11.336**	**13,8%**	**96,7%**
≤ 160 kW	ELECTRIC	956	1,6%	5.092	6,2%	432,6%
> 160 kW	ELECTRIC	450	0,8%	707	0,9%	57,1%
Electric Subtotal		**1.406**	**2,4%**	**5.799**	**7,0%**	**312,4%**
Total		**58.907**	**100,0%**	**82.277**	**100,0%**	**39,7%**

Table 7: Sales Volume, Share and Changes According to Emission Values

CO2 AVERAGE EMISSON VALUES (gr/km)	2023 February		2024 February		Change
	Quantity	Share	Quantity	Share	
< 100	3.857	6,5%	7.176	8,7%	86%
≥ 100 - < 120	23.868	40,5%	24.511	29,8%	3%
≥ 120 - < 140	12.580	21,4%	22.944	27,9%	82%
≥ 140 - < 160	15.784	26,8%	16.939	20,6%	7%
≥ 160	2.818	4,8%	10.707	13,0%	280%
Total	**58.907**	**100,0%**	**82.277**	**100,0%**	**39,7%**

Table 8: Sales Volume, Share and Changes According to Automotic Transmission Type

TRANSMISSION	2023 February		2024 February		Change
	Quantity	Share	Quantity	Share	
A (Mini)	433	98,4%	387	95,6%	-10,6%
B (Entry)	16.357	76,4%	25.852	94,6%	58,0%
C (Compact)	18.001	57,3%	38.698	86,0%	115,0%
D (Medium)	3.645	100,0%	7.053	100,0%	93,5%
E (Luxury)	1.744	100,0%	2.111	100,0%	21,0%
F (Upper Luxury)	254	100,0%	388	100,0%	52,8%
Total	**40.434**	**68,6%**	**74.489**	**90,5%**	**84,2%**

Table 9: Sales Volume, Share and Changes According to LCV Body Type

LCV BODY TYPE ANALYSIS	2023 February		2024 February		Change
	Quantity	Share	Quantity	Share	
Van	18.584	83,6%	17.631	74,4%	-5,1%
Light Truck	1.293	5,8%	2.760	11,6%	113,5%
Minibus	1.564	7,0%	1.635	6,9%	4,5%
Pickup	800	3,6%	1.672	7,1%	109,0%
Trailer	0	0,0%	15	0,1%	
Total	**22.241**	**100,0%**	**23.713**	**100,0%**	**6,6%**

January-February 2024 Data

Table 4: Sales Volume, Share and Changes According to Segment and Body Type

2024 January-February	1	2	3	4	5	6	7		
Segment	**S/D**	**H/B**	**S/W**	**MPV**	**CDV**	**Spor**	**SUV**	**Total**	**Share**
A (Mini)	0	525	0	0	0	31	58	**614**	*0,4%*
B (Entry)	3.740	18.748	0	0	32	20	21.658	**44.198**	*30,2%*
C (Compact)	34.669	6.665	585	701	1	611	42.031	**85.263**	*58,3%*
D (Medium)	2.762	110	416	0	0	59	8.410	**11.757**	*8,0%*
E (Luxury)	1.965	0	35	5	0	94	1.643	**3.742**	*2,6%*
F (Upper Luxury)	373	3	2	0	0	23	343	**744**	*0,5%*
Total	**43.509**	**26.051**	**1.038**	**706**	**33**	**838**	**74.143**	**146.318**	
Share	*29,7%*	*17,8%*	*0,7%*	*0,5%*	*0,0%*	*0,6%*	*50,7%*	***100,00***	

2023 January-February	1	2	3	4	5	6	7		
Segment	**S/D**	**H/B**	**S/W**	**MPV**	**CDV**	**Spor**	**SUV**	**Total**	**Share**
A (Mini)	0	604	0	0	0	20	0	**624**	*0,6%*
B (Entry)	2.897	15.593	0	0	203	9	15.719	**34.421**	*35,8%*
C (Compact)	19.457	3.427	41	842	0	368	27.678	**51.813**	*53,9%*
D (Medium)	2.864	253	376	0	0	118	2.179	**5.790**	*6,0%*
E (Luxury)	1.619	0	58	12	0	24	1.275	**2.988**	*3,1%*
F (Upper Luxury)	293	0	0	0	0	38	228	**559**	*0,6%*
Total	**27.130**	**19.877**	**475**	**854**	**203**	**577**	**47.079**	**96.195**	
Share	*28,2%*	*20,7%*	*0,5%*	*0,9%*	*0,2%*	*0,6%*	*48,9%*	***100,00***	

Change	1	2	3	4	5	6	7	
Segment	**S/D**	**H/B**	**S/W**	**MPV**	**CDV**	**Sport**	**SUV**	**Total**
A (Mini)		-13,1%				55,0%		-1,6%
B (Entry)	29,1%	20,2%		#SAYI/0!	-84,2%	122,2%	37,8%	28,4%
C (Compact)	78,2%	94,5%	1326,8%	-16,7%		66,0%	51,9%	64,6%
D (Medium)	-3,6%	-56,5%	10,6%			-50,0%	286,0%	103,1%
E (Luxury)	21,4%		-39,7%			291,7%	28,9%	25,2%
F (Upper Luxury)	27,3%					-39,5%	50,4%	33,1%
Total	**60,4%**	**31,1%**	**118,5%**	**-17,3%**	**-83,7%**	**45,2%**	**57,5%**	**52,1%**

S/D: Sedan, H/B: Hatcback, S/W: Station Wagon, MPV: Multi-Purpose Vehicle, CDV: Car Derived Van, SUV: Sport Utility Vehicle

OTOMOTİV DİSTRİBÜTÖRLERİ & MOBİLİTE DERNEĞİ

Table 5: Sales Volume, Share and Changes According to Engine Type

ENGINE TYPE	2023 January-February		2024 January-February		Change
	Quantity	Share	Quantity	Share	
Petrol	65.547	68,1%	97.861	66,9%	49,3%
Diesel	15.990	16,6%	15.910	10,9%	-0,5%
Autogas	2.083	2,2%	1.181	0,8%	-43,3%
Hybrid	10.098	10,5%	21.594	14,8%	113,8%
Hybrid	*2.509*	*2,6%*	*7.662*	*5,2%*	*205,4%*
Plug-in Hybrid	*143*	*0,1%*	*302*	*0,2%*	*111,2%*
Mild Hybrid	*7.446*	*7,7%*	*13.630*	*9,3%*	*83,1%*
Electric	2.477	2,6%	9.772	6,7%	294,5%
Pure Electric	*1.922*	*2,0%*	*8.255*	*5,6%*	*329,5%*
Extended Range	*555*	*0,6%*	*1.517*	*1,0%*	*173,3%*
Total	**96.195**	**100%**	**146.318**	**100%**	**52,1%**

Table 6: Sales Volume, Share and Changes According to Engine Volume

ENGINE VOLUME	ENGINE TYPE	2023 January-February		2024 January-February		Change
		Quantity	Share	Quantity	Share	
≤ 1600cc	B/D	82.844	86,1%	113.746	77,7%	37,3%
1601cc - ≤ 2000cc	B/D	625	0,6%	915	0,6%	46,4%
≥ 2001cc	B/D	151	0,2%	291	0,2%	92,7%
B/D Subtotal		**83.620**	**86,9%**	**114.952**	**78,6%**	**37,5%**
<=1600cc	HYBRID	6.235	6,5%	13.662	9,3%	119,1%
1601cc - <=1800cc (<=50KW)	HYBRID	0	0,0%	0	0,0%	
1601cc - <=1800cc (>50KW)	HYBRID	1.430	1,5%	5.342	3,7%	273,6%
1801cc - <=2000cc	HYBRID	2.242	2,3%	2.353	1,6%	5,0%
2001cc - <=2500cc (<=100KW)	HYBRID	95	0,1%	53	0,0%	-44,2%
2001cc - <=2500cc (>100KW)	HYBRID	11	0,0%	30	0,0%	172,7%
>2500cc	HYBRID	85	0,1%	154	0,1%	81,2%
Hybrid Subtotal		**10.098**	**10,5%**	**21.594**	**14,8%**	**113,8%**
≤ 160 kW	ELECTRIC	1.561	1,6%	8.438	5,8%	440,6%
> 160 kW	ELECTRIC	916	1,0%	1.334	0,9%	45,6%
Electric Subtotal		**2.477**	**2,6%**	**9.772**	**6,7%**	**294,5%**
Total		**96.195**	**100,0%**	**146.318**	**100,0%**	**52,1%**

OTOMOTİV DİSTRİBÜTÖRLERİ & MOBİLİTE DERNEĞİ

Table 7: Sales Volume, Share and Changes According to Emission Values

CO2 AVERAGE EMISSON VALUES (gr/km)	2023 January-February		2024 January-February		Change
	Quantity	Share	Quantity	Share	
< 100	5.878	114,2%	12.372	63,6%	110,5%
≥ 100 - < 120	38.652	750,7%	45.378	233,2%	17,4%
≥ 120 - < 140	19.295	374,7%	38.113	195,9%	97,5%
≥ 140 - < 160	27.221	528,7%	30.998	159,3%	13,9%
≥ 160	5.149	100,0%	19.457	100,0%	277,9%
Total	**96.195**	**1868,2%**	**146.318**	**752,0%**	**52,1%**

Table 8: Sales Volume, Share and Changes According to Automotic Transmission Type

TRANSMISSION	2023 January-February		2024 January-February		Change
	Quantity	Share	Quantity	Share	
A (Mini)	595	95,4%	587	95,6%	-1,3%
B (Entry)	28.098	81,6%	41.472	93,8%	47,6%
C (Compact)	29.899	57,7%	72.089	84,5%	141,1%
D (Medium)	5.790	100,0%	11.757	100,0%	103,1%
E (Luxury)	2.988	100,0%	3.742	100,0%	25,2%
F (Upper Luxury)	559	100,0%	744	100,0%	33,1%
Total	**67.929**	**70,6%**	**130.391**	**89,1%**	**92,0%**

Table 9: Sales Volume, Share and Changes According to LCV Body Type

LCV BODY TYPE ANALYSIS	2023 January-February		2024 January-February		Change
	Quantity	Share	Quantity	Share	
Van	29.723	82,9%	28.767	73,1%	-3,2%
Light Truck	2.081	5,8%	5.009	12,7%	140,7%
Minibus	2.317	6,5%	2.414	6,1%	4,2%
Pickup	1.726	4,8%	3.162	8,0%	83,2%
Trailer	0	0,0%	21	0,1%	
Total	**35.847**	**100,0%**	**39.373**	**100,0%**	**9,8%**

RETAIL SALES (LOCAL/IMPORT): FEBRUARY 2024									
MAKE	PASSENGER CARS			LCV			TOTAL		
	LOCAL	IMPORT	TOTAL	LOCAL	IMPORT	TOTAL	LOCAL	IMPORT	TOTAL
ALFA ROMEO		106	106			0	0	106	106
ASTON MARTIN		2	2			0	0	2	2
AUDI		1.560	1.560			0	0	1.560	1.560
BENTLEY		2	2			0	0	2	2
BMW		1.470	1.470			0	0	1.470	1.470
BYD		220	220			0	0	220	220
CHERY		5.006	5.006			0	0	5.006	5.006
CITROEN		5.664	5.664		2.066	2.066	0	7.730	7.730
CUPRA		636	636			0	0	636	636
DACIA		3.938	3.938			0	0	3.938	3.938
DFSK		16	16		18	18	0	34	34
DS		209	209			0	0	209	209
FERRARI		1	1			0	0	1	1
FIAT	7.396	72	7.468	4.019	2.073	6.092	11.415	2.145	13.560
FORD	13	1.938	1.951	3.716	1.478	5.194	3.729	3.416	7.145
HONDA		2.130	2.130			0	0	2.130	2.130
HONGQI		1	1			0	0	1	1
HYUNDAI	2.999	1.369	4.368		385	385	2.999	1.754	4.753
ISUZU			0	86	144	230	86	144	230
IVECO			0		275	275	0	275	275
JAGUAR		13	13			0	0	13	13
JEEP		377	377			0	0	377	377
KARSAN			0	4		4	4	0	4
KG MOBILITY – SSANGYONG		1.101	1.101		179	179	0	1.280	1.280
KIA		1.378	1.378		185	185	0	1.563	1.563
LAMBORGHINI		3	3			0	0	3	3
LAND ROVER		205	205		0	0	0	205	205
LEAPMOTOR		17	17			0	0	17	17
LEXUS		33	33			0	0	33	33
MASERATI		23	23			0	0	23	23
MAXUS			0		20	20	0	20	20
MERCEDES-BENZ		2.135	2.135		950	950	0	3.085	3.085
MG		1.745	1.745			0	0	1.745	1.745
MINI		154	154			0	0	154	154
MITSUBISHI		5	5		0	0	0	5	5
NETA		24	24			0	0	24	24
NISSAN		1.670	1.670			0	0	1.670	1.670
OPEL		4.919	4.919		1.407	1.407	0	6.326	6.326
PEUGEOT		4.333	4.333		1.809	1.809	0	6.142	6.142
PORSCHE		93	93			0	0	93	93
RENAULT	9.732	1.736	11.468		1.435	1.435	9.732	3.171	12.903
SEAT		769	769			0	0	769	769
SERES		0	0			0	0	0	0
SKODA		4.065	4.065			0	0	4.065	4.065
SKYWELL		25	25			0	0	25	25
SMART			0			0	0	0	0
SUBARU		23	23			0	0	23	23
SUZUKI		525	525			0	0	525	525
TESLA		75	75			0	0	75	75
TOGG	1.201		1.201			0	1.201	0	1.201
TOYOTA	4.927	638	5.565		922	922	4.927	1.560	6.487
VOLKSWAGEN		4.188	4.188		2.542	2.542	0	6.730	6.730
VOLVO		1.397	1.397			0	0	1.397	1.397
TOTAL	**26.268**	**56.009**	**82.277**	**7.825**	**15.888**	**23.713**	**34.093**	**71.897**	**105.990**

*Data regarding Tesla has been determined as an estimate in the light of public statements.

RETAIL SALES (LOCAL/IMPORT): 2024

MAKE	PASSENGER CARS			LCV			TOTAL		
	LOCAL	IMPORT	TOTAL	LOCAL	IMPORT	TOTAL	LOCAL	IMPORT	TOTAL
ALFA ROMEO	0	212	212	0	0	0	0	212	212
ASTON MARTIN	0	4	4	0	0	0	0	4	4
AUDI	0	2.825	2.825	0	0	0	0	2.825	2.825
BENTLEY	0	3	3	0	0	0	0	3	3
BMW	0	2.136	2.136	0	0	0	0	2.136	2.136
BYD	0	375	375	0	0	0	0	375	375
CHERY	0	9.456	9.456	0	0	0	0	9.456	9.456
CITROEN	0	7.612	7.612	0	3.087	3.087	0	10.699	10.699
CUPRA	0	1.004	1.004	0	0	0	0	1.004	1.004
DACIA	0	7.373	7.373	0	0	0	0	7.373	7.373
DFSK	0	37	37	0	32	32	0	69	69
DS	0	612	612	0	0	0	0	612	612
FERRARI	0	3	3	0	0	0	0	3	3
FIAT	14.967	112	15.079	6.620	3.585	10.205	21.587	3.697	25.284
FORD	29	5.000	5.029	6.343	2.055	8.398	6.372	7.055	13.427
HONDA	0	2.972	2.972	0	0	0	0	2.972	2.972
HONGQI	0	3	3	0	0	0	0	3	3
HYUNDAI	5.764	2.433	8.197	0	966	966	5.764	3.399	9.163
ISUZU	0	0	0	163	233	396	163	233	396
IVECO	0	0	0	0	412	412	0	412	412
JAGUAR	0	18	18	0	0	0	0	18	18
JEEP	0	782	782	0	0	0	0	782	782
KARSAN	0	0	0	9	0	9	9	0	9
KG MOBILITY – SSANG	0	1.559	1.559	0	391	391	0	1.950	1.950
KIA	0	2.198	2.198	0	196	196	0	2.394	2.394
LAMBORGHINI	0	5	5	0	0	0	0	5	5
LAND ROVER	0	348	348	0	0	0	0	348	348
LEAPMOTOR	0	39	39	0	0	0	0	39	39
LEXUS	0	47	47	0	0	0	0	47	47
MASERATI	0	35	35	0	0	0	0	35	35
MAXUS	0	0	0	0	40	40	0	40	40
MERCEDES-BENZ	0	3.853	3.853	0	1.342	1.342	0	5.195	5.195
MG	0	2.716	2.716	0	0	0	0	2.716	2.716
MINI	0	251	251	0	0	0	0	251	251
MITSUBISHI	0	6	6	0	0	0	0	6	6
NETA	0	24	24	0	0	0	0	24	24
NISSAN	0	3.727	3.727	0	0	0	0	3.727	3.727
OPEL	0	6.650	6.650	0	1.995	1.995	0	8.645	8.645
PEUGEOT	0	7.353	7.353	0	2.745	2.745	0	10.098	10.098
PORSCHE	0	171	171	0	0	0	0	171	171
RENAULT	17.093	3.248	20.341	0	2.567	2.567	17.093	5.815	22.908
SEAT	0	1.150	1.150	0	0	0	0	1.150	1.150
SERES	0	1	1	0	0	0	0	1	1
SKODA	0	6.783	6.783	0	0	0	0	6.783	6.783
SKYWELL	0	58	58	0	0	0	0	58	58
SMART	0	0	0	0	0	0	0	0	0
SUBARU	0	38	38	0	0	0	0	38	38
SUZUKI	0	1.127	1.127	0	0	0	0	1.127	1.127
TESLA	0	295	295	0	0	0	0	295	295
TOGG	2.826	0	2.826	0	0	0	2.826	0	2.826
TOYOTA	7.881	2.274	10.155	0	2.114	2.114	7.881	4.388	12.269
VOLKSWAGEN	0	8.768	8.768	0	4.478	4.478	0	13.246	13.246
VOLVO	0	2.062	2.062	0	0	0	0	2.062	2.062
TOTAL	**48.560**	**97.758**	**146.318**	**13.135**	**26.238**	**39.373**	**61.695**	**123.996**	**185.691**

*Data regarding Tesla has been determined as an estimate in the light of public statements.

About ODMD

Founded in 1987, Automotive Distributors' and Mobility Association (ODMD), with a vision to ensure the development and sustainability of the automotive industry, is an industrial association representing the 31 member companies with their 52 international automotive brands as of 2024. Considering the change and transformation in the automotive sector and with the vision of a new era in the global automotive industry, as of February 2022, our association continues its activities under its new name, Automotive Distributors and Mobility Association.

In line with its basic mission, it is an organization that works to represent the members in every segment, meet the needs of the sector with their activities, find solutions to their problems, create public opinion by accurately and reliably evaluating and sharing industrial information, and directly contribute to the formation of legislation related to the sector.

Gathering 46 brands operating in the automotive industry under its roof, ODMD as a specialized company in the automotive industry works to take an active role in the organization of automotive fairs, to spread the use of vehicles throughout the country, to form an opinion in order to raise all kinds of infrastructure in the field of marketing-sales and after-sales services, and to improve the quality of service to EU norms, to carry out training activities for the members of the automotive industry in cooperation with other stakeholders in order to increase its efficiency in the public, to inform its members, the press and the public with detailed monthly sales data and reports prepared for the automotive industry, to shed light on the future of the sector through academic studies and to contribute to the development of the sector.

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