OTOMOTİV
DİSTRİBÜTÖRLERİ
& MOBİLİTE DERNEĞİ

AUTOMOTIVE DISTRIBUTORS' AND MOBILITY ASSOCIATION

Press Release

April 2nd, 2024

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Executive Coordinator

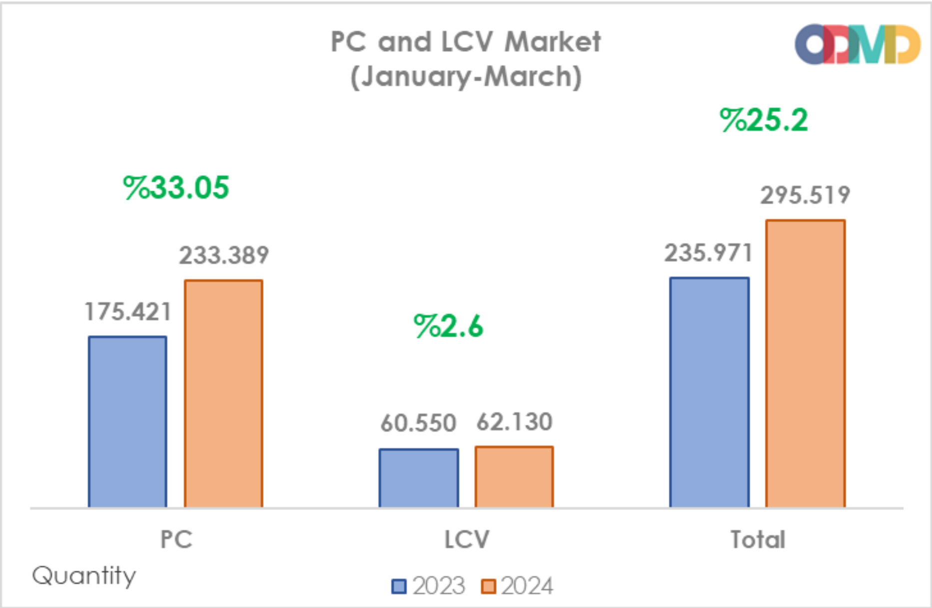
April 2nd, 2024

Passenger Car and Light Commercial Vehicle Market

(March, January-March 2024)

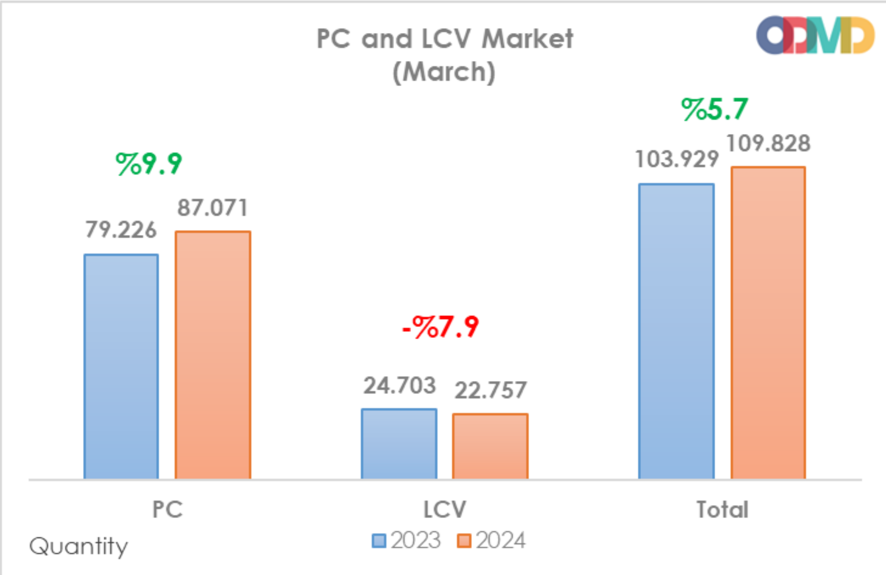
Passenger car and light commercial vehicle market increased by %25.2 in January-March 2024.

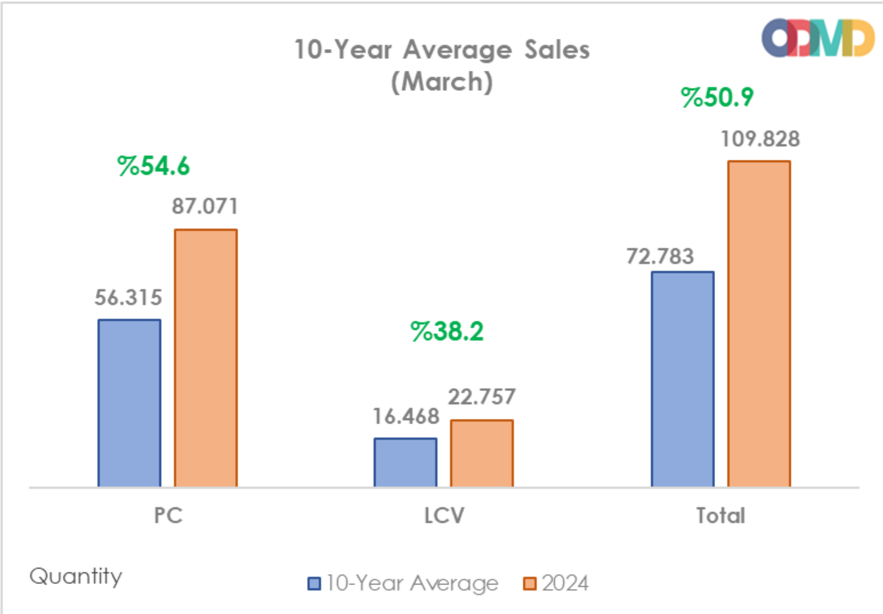
- Turkey's passenger car and light commercial vehicle total market increased by %25.2 compared to previous year, to 295,519 units.
- Passenger car sales went up by %33.05 in January-March 2024, compared to previous year, to 233,389 units while light commercial vehicle sales went up by %2.6 to 62,130 units.



Passenger car and light commercial vehicle market increased by %5.7, passenger car market increased by %9.9, and light commercial vehicle market decreased by %7.9 in March 2024.

- Passenger car and light commercial vehicle market increased by %5.7 compared to March 2022, to 109,828 units.
- In March 2024, passenger car sales went up by %9.9 and were 87,071. Light commercial vehicle market decreased by %7.9 and was 22,757 units.
- Passenger car and light commercial vehicle market, in comparison to the average 10-year March sales, showed an increase of %50.9.
- Passenger car market, in comparison to the average 10-year March sales, showed an increase of %54.6.
- Light commercial vehicle market, in comparison to the average 10-year March sales showed an increase of %38.2.





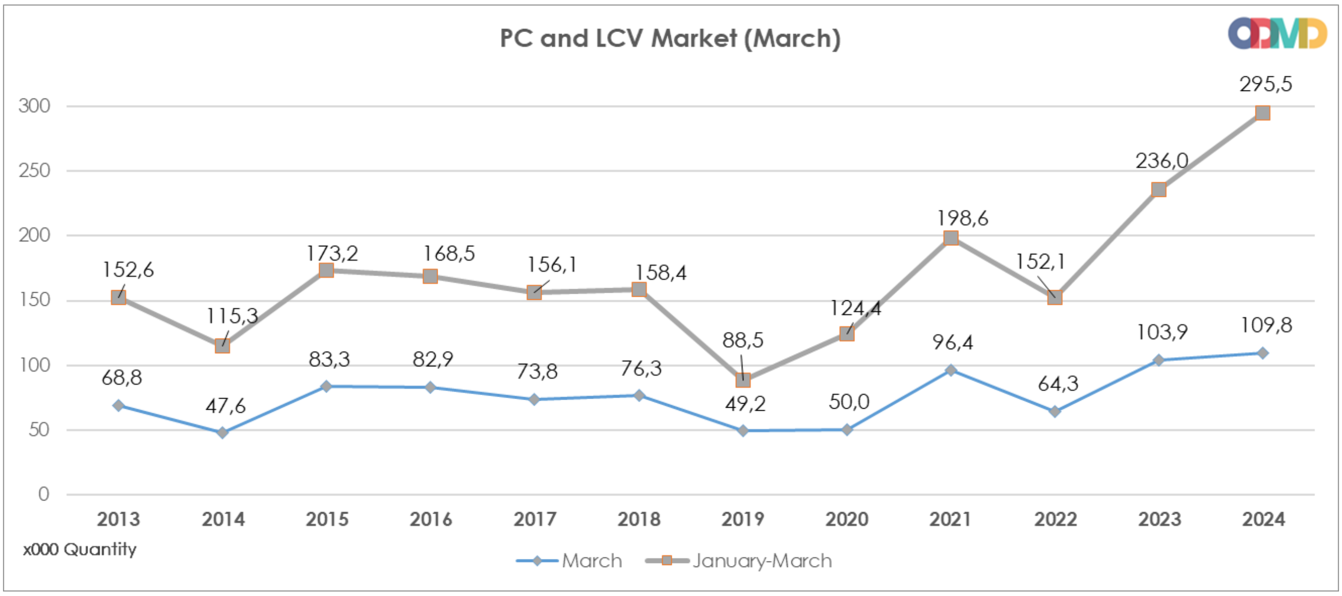


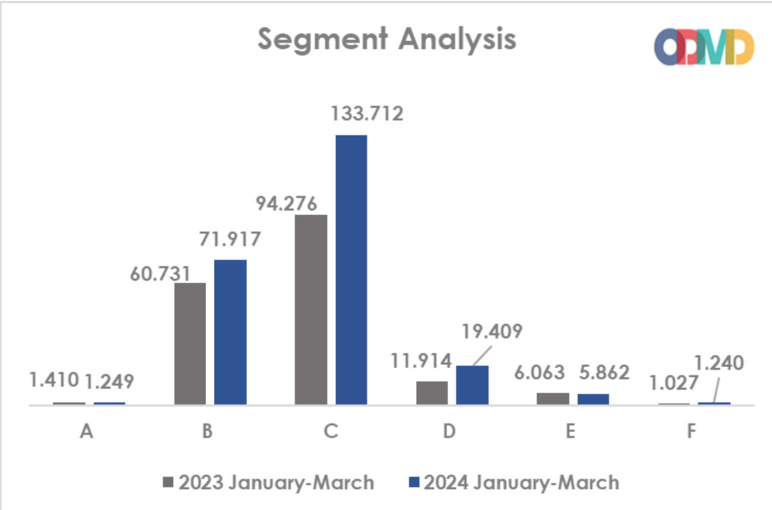
Table 1: PC and LCV Market, 10-Year Average Sales, Progress Graphic by Years
Table 2: PC Market, 10-Year Average Sales, Progress Graphic by Years
Table 3: LCV Market, 10-Year Average Sales, Progress Graphic by Years

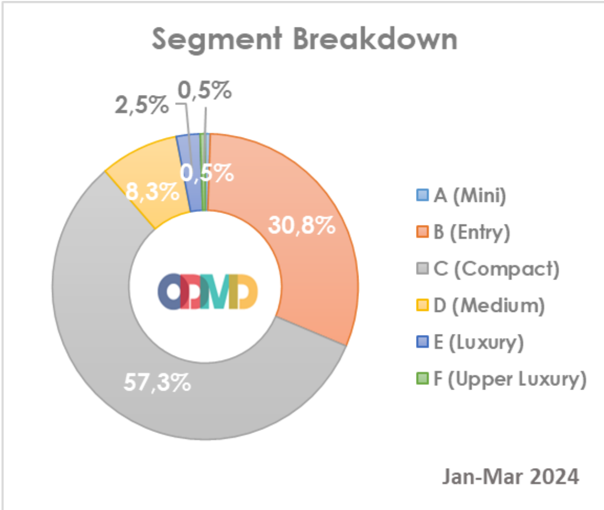
Passenger Car Market Analysis

(January-March 2024)

When evaluated according to segments;

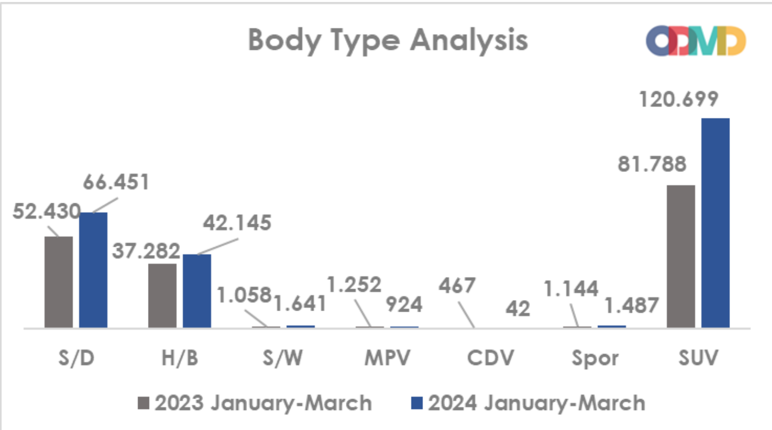
- %88.6 of the passenger car market segment consisted of the vehicles in the A, B and C segments.
- Segment C passenger cars took a share of %57.3 with a quantity of 133,712,
- Segment B passenger cars took a share of %30.8 with a quantity of 71,917.





When evaluated according to body type;

- Most preferred body type was SUV (%51.7, 120,699 units).
- Following SUV body are Sedan passenger cars with a share of %28.5 and a sales volume of 66,451 units.
- H/B with a share of %18.1 and total sales volume of 42,145 units.



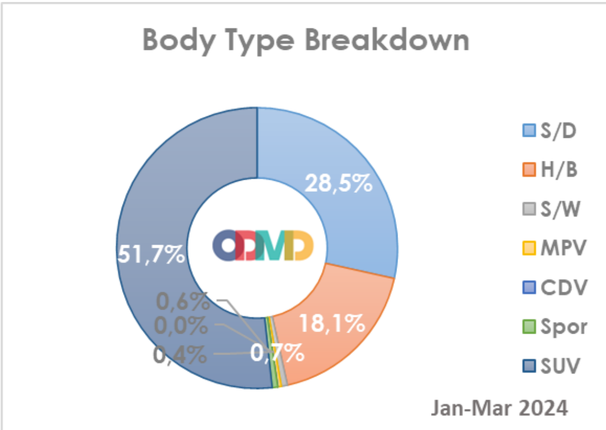
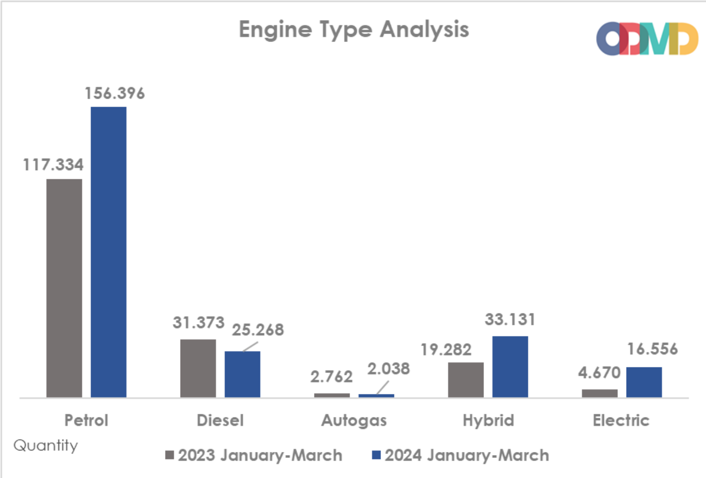
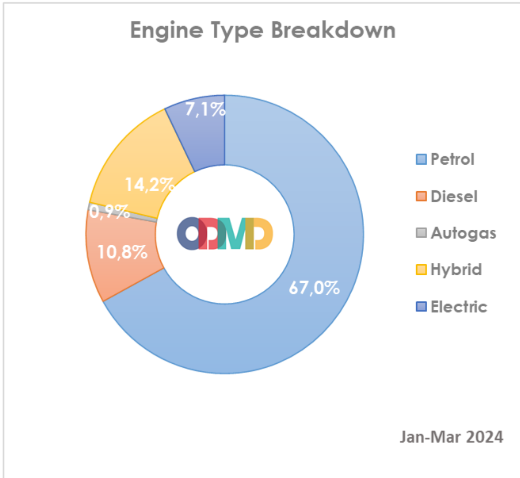


Table 4: Sales Volume, Share and Changes According to Segment and Body Type

When studied in terms of engine type;

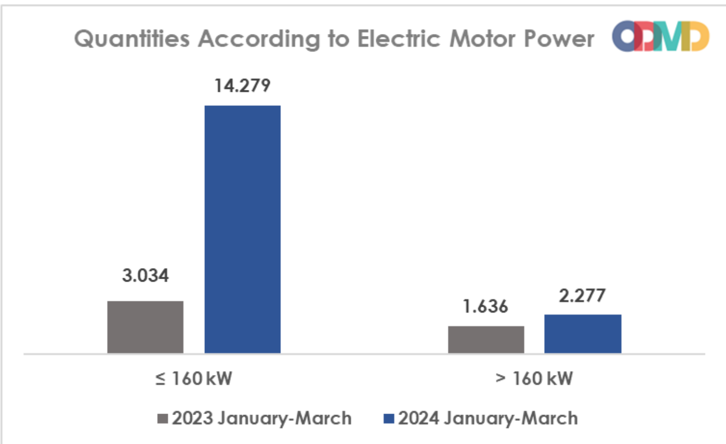
- Petrol car sales took a share of %67 (156,396 units),
- Diesel car sales took a share of %14.2 (33,131 units),
- Hybrid car sales took a share of %10.8 (25,268 units),
- Electric car sales took a share of %7.1 (16,556 units),
- Autogas car share was %0.9 (2,038 units).

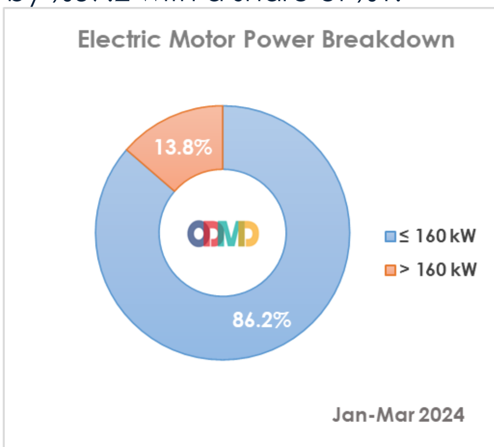




When studied in terms of electric motor power;

- Sales of electric cars under 160kW increased by %370.6 with a share of %6.1,
- Sales of electric cars above 160kW increased by %39.2 with a share of %1.





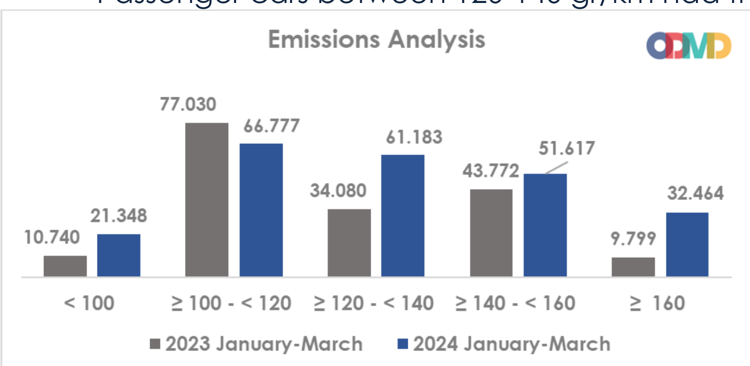
When studied in terms of engine volume;

- Sales of passenger cars under 1600cc increased by %21.5 with a share of %78,
- Sales of passenger cars between 1600-2000cc decreased by %14.6 with a share of %0.5,
- Sales of passenger cars above 2000cc increased by %59.3 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 %28.6 with a quantity of 66,777,
- Passenger cars between 120-140 gr/km had the share of %26.2 with a quantity of 61,183.



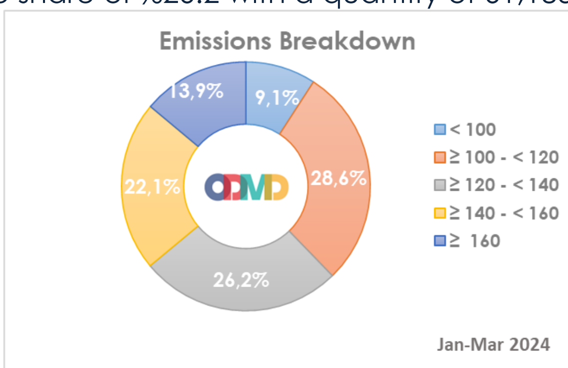
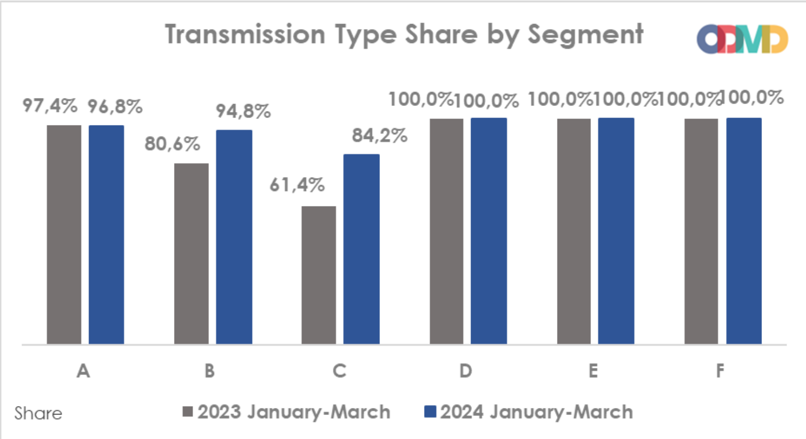


Table 7: Sales Volume, Share and Changes According to Emission Values

Automatic transmission passenger car sales reached a share of %89.3 with a quantity of 280,441 while manual transmission passenger car sales reached a share of %10.7 with a quantity of 24,948.



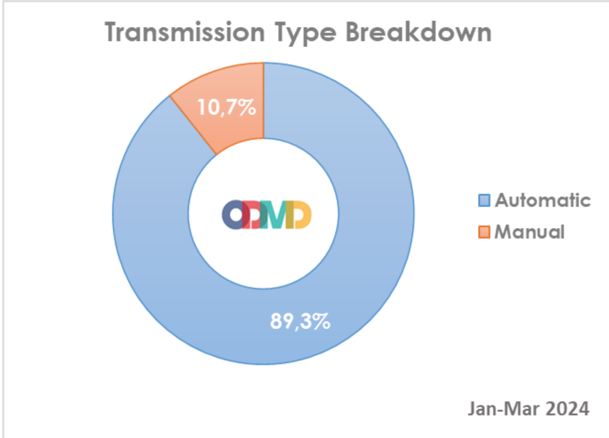


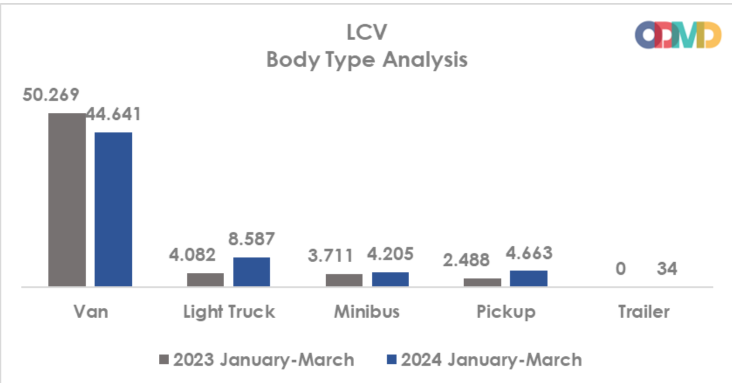
Table 8: Sales Volume, Share and Changes According to Automotic Transmission Type

Light Commercial Vehicle Market

(January-March 2024)

Light commercial vehicle market evaluated according to body type;

- Vans with a quantity of 44,641 units and a share of %71.9 had the highest sales volume.
- Light trucks followed vans with a share of %13.8 and 8,587 units.



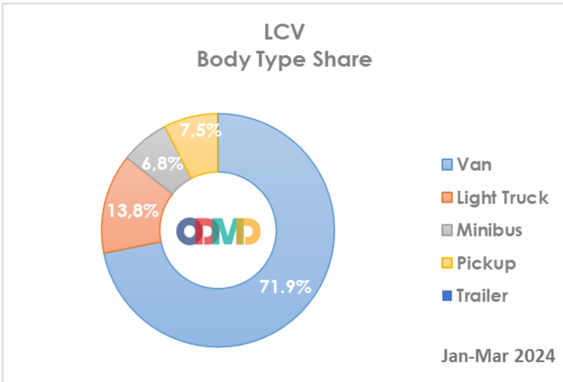
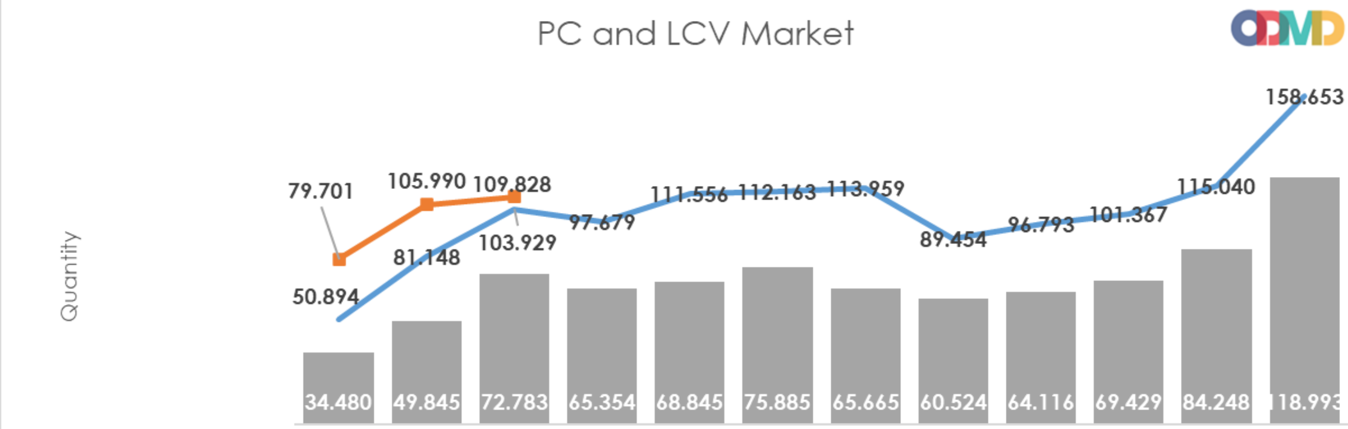


Table 10: Sales Volume, Share and Changes According to LCV Body Type

Appendix

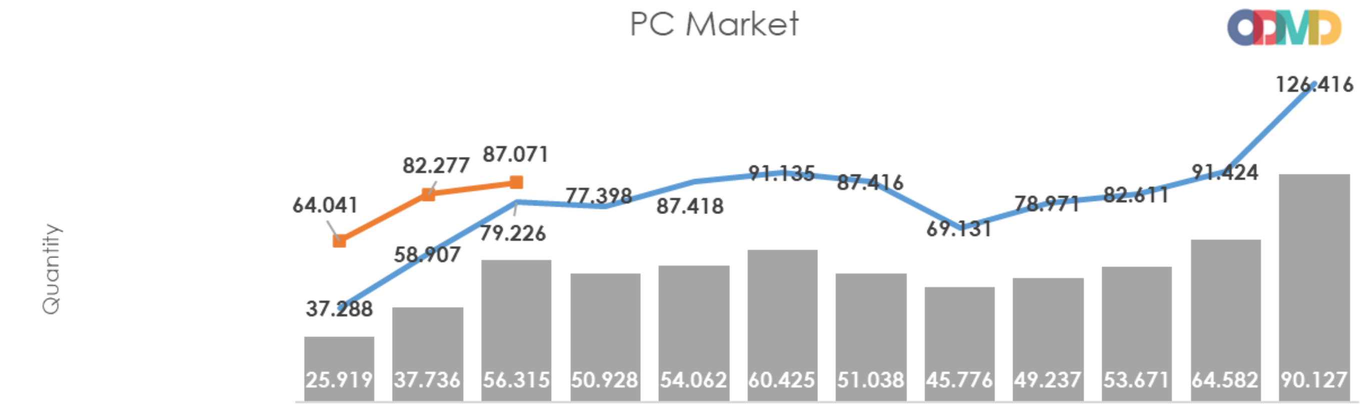
Table 1: PC and LCV Market, 10-Year Average Sales, Progress Graphic by Years



	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	109.828									
24/23	56,6%	30,6%	5,7%	-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%	50,9%	-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	109.828										**295.519**
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%*	*50,9%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	

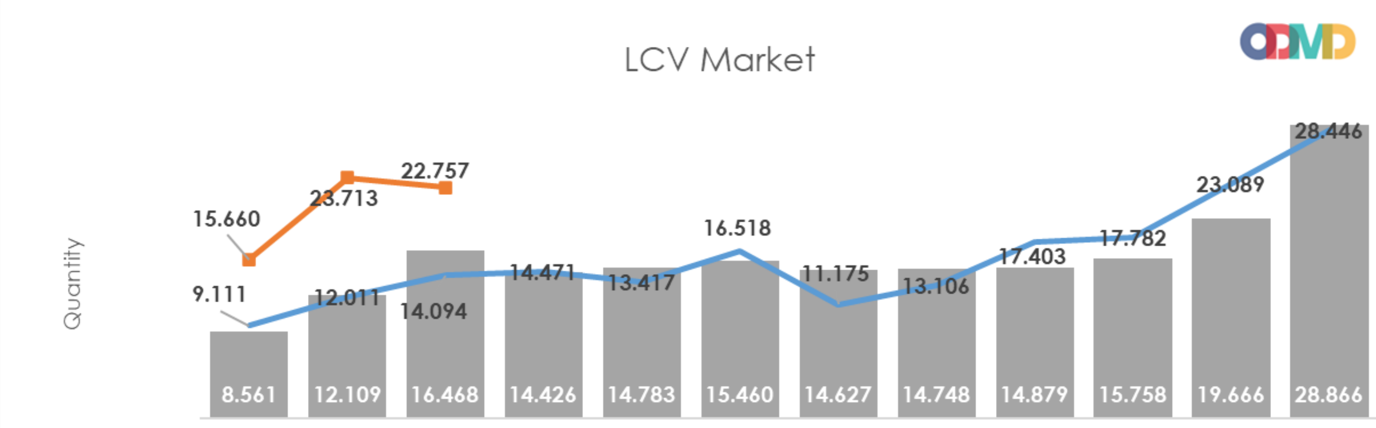
Table 2: PC Market, 10-Year Average Sales, Progress Graphic by Years



	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	87.071									
24/23	71,7%	39,7%	9,9%	-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%	54,6%	-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	87.071										**233.389**
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%*	*54,6%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	

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	22.757									
24/23	71,9%	97,4%	61,5%	-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%	38,2%	-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	22.757										**62.130**
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%*	*38,2%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	*-100,0%*	

March 2024 Data

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

2024 March	1	2	3	4	5	6	7		
Segment	**S/D**	**H/B**	**S/W**	**MPV**	**CDV**	**Spor**	**SUV**	**Total**	**Share**
A (Mini)	0	516	0	0	0	28	91	**635**	*0,7%*
B (Entry)	3.090	12.090	0	0	9	14	12.516	**27.719**	*31,8%*
C (Compact)	16.667	3.391	180	213	0	516	27.482	**48.449**	*55,6%*
D (Medium)	1.802	96	395	0	0	24	5.335	**7.652**	*8,8%*
E (Luxury)	1.124	0	23	5	0	47	921	**2.120**	*2,4%*
F (Upper Luxury)	259	1	5	0	0	20	211	**496**	*0,6%*
Total	**22.942**	**16.094**	**603**	**218**	**9**	**649**	**46.556**	**87.071**	
Share	*26,3%*	*18,5%*	*0,7%*	*0,3%*	*0,0%*	*0,7%*	*53,5%*	***100,00***	

2023 March	1	2	3	4	5	6	7		
Segment	**S/D**	**H/B**	**S/W**	**MPV**	**CDV**	**Spor**	**SUV**	**Toplam**	**Pay**
A (Mini)	0	651	0	0	0	135	0	**786**	*1,0%*
B (Entry)	1.293	13.634	0	0	264	31	11.088	**26.310**	*33,2%*
C (Compact)	18.691	2.907	68	386	0	116	20.295	**42.463**	*53,6%*
D (Medium)	3.175	213	478	0	0	142	2.116	**6.124**	*7,7%*
E (Luxury)	1.946	0	37	12	0	67	1.013	**3.075**	*3,9%*
F (Upper Luxury)	195	0	0	0	0	76	197	**468**	*0,6%*
Total	**25.300**	**17.405**	**583**	**398**	**264**	**567**	**34.709**	**79.226**	
Share	*31,9%*	*22,0%*	*0,7%*	*0,5%*	*0,3%*	*0,7%*	*43,8%*	***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%				-79,3%		-19,2%
B (Entry)	139,0%	-11,3%			-96,6%	-54,8%	12,9%	5,4%
C (Compact)	-10,8%	16,6%	164,7%	-44,8%		344,8%	35,4%	14,1%
D (Medium)	-43,2%	-54,9%	-17,4%			-83,1%	152,1%	25,0%
E (Luxury)	-42,2%		-37,8%	-58,3%		-29,9%	-9,1%	-31,1%
F (Upper Luxury)	32,8%					-73,7%	7,1%	6,0%
Total	**-9,3%**	**-7,5%**	**3,4%**	**-45,2%**	**-96,6%**	**14,5%**	**34,1%**	**9,9%**

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

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

ENGINE TYPE	2023 March		2024 March		Change
	Quantity	Share	Quantity	Share	
Petrol	51.945	65,6%	58.566	67,3%	12,7%
Diesel	15.383	19,4%	9.428	10,8%	-38,7%
Autogas	679	0,9%	857	1,0%	26,2%
Hybrid	9.026	11,4%	11.436	13,1%	26,7%
Hybrid	*3.680*	*4,6%*	*3.771*	*4,3%*	*2,5%*
Plug-in Hybrid	*180*	*0,2%*	*187*	*0,2%*	*3,9%*
Mild Hybrid	*5.166*	*6,5%*	*7.478*	*8,6%*	*44,8%*
Electric	2.193	2,8%	6.784	7,8%	209,3%
Pure Electric	*1.844*	*2,3%*	*5.903*	*6,8%*	*220,1%*
Extended Range	*349*	*0,4%*	*881*	*1,0%*	*152,4%*
Total	**79.226**	**100%**	**87.071**	**100%**	**9,9%**

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

ENGINE VOLUME	ENGINE TYPE	2023 March		2024 March		Change
		Quantity	Share	Quantity	Share	
≤ 1600cc	B/D	67.029	84,6%	68.245	78,4%	1,8%
1601cc - ≤ 2000cc	B/D	802	1,0%	376	0,4%	-53,1%
≥ 2001cc	B/D	176	0,2%	230	0,3%	30,7%
B/D Subtotal		**68.007**	**85,8%**	**68.851**	**79,1%**	**1,2%**
<=1600cc	HYBRID	3.917	4,9%	7.214	8,3%	84,2%
1601cc - <=1800cc (<=50KW)	HYBRID	0	0,0%	0	0,0%	
1601cc - <=1800cc (>50KW)	HYBRID	3.115	3,9%	2.538	2,9%	-18,5%
1801cc - <=2000cc	HYBRID	1.871	2,4%	1.512	1,7%	-19,2%
2001cc - <=2500cc (<=100KW)	HYBRID	27	0,0%	57	0,1%	111,1%
2001cc - <=2500cc (>100KW)	HYBRID	17	0,0%	64	0,1%	276,5%
>2500cc	HYBRID	79	0,1%	51	0,1%	-35,4%
Hybrid Subtotal		**9.026**	**11,4%**	**11.436**	**13,1%**	**26,7%**
≤ 160 kW	ELECTRIC	1.473	1,9%	5.841	6,7%	296,5%
> 160 kW	ELECTRIC	720	0,9%	943	1,1%	31,0%
Electric Subtotal		**2.193**	**2,8%**	**6.784**	**7,8%**	**209,3%**
Total		**79.226**	**100,0%**	**87.071**	**100,0%**	**9,9%**

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

CO2 AVERAGE EMISSON VALUES (gr/km)	2023 March		2024 March		Change
	Quantity	Share	Quantity	Share	
< 100	4.862	6,1%	8.976	10,3%	85%
≥ 100 - < 120	38.378	48,4%	21.399	24,6%	-44%
≥ 120 - < 140	14.785	18,7%	23.070	26,5%	56%
≥ 140 - < 160	16.551	20,9%	20.619	23,7%	25%
≥ 160	4.650	5,9%	13.007	14,9%	180%
Total	**79.226**	**100,0%**	**87.071**	**100,0%**	**9,9%**

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

TRANSMISSION	2023 March		2024 March		Change
	Quantity	Share	Quantity	Share	
A (Mini)	778	99,0%	622	98,0%	-20,1%
B (Entry)	20.821	79,1%	26.692	96,3%	28,2%
C (Compact)	27.964	65,9%	40.468	83,5%	44,7%
D (Medium)	6.124	100,0%	7.652	100,0%	25,0%
E (Luxury)	3.075	100,0%	2.120	100,0%	-31,1%
F (Upper Luxury)	468	100,0%	496	100,0%	6,0%
Total	**59.230**	**74,8%**	**78.050**	**89,6%**	**31,8%**

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

LCV BODY TYPE ANALYSIS	2023 March		2024 March		Change
	Quantity	Share	Quantity	Share	
Van	20.546	83,2%	15.929	70,0%	-22,5%
Light Truck	2.001	8,1%	3.578	15,7%	78,8%
Minibus	1.394	5,6%	1.736	7,6%	24,5%
Pickup	762	3,1%	1.501	6,6%	97,0%
Trailer	0	0,0%	13	0,1%	
Total	**24.703**	**100,0%**	**22.757**	**100,0%**	**-7,9%**

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January-March 2024 Data

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

2024 January-March	1	2	3	4	5	6	7		
Segment	**S/D**	**H/B**	**S/W**	**MPV**	**CDV**	**Spor**	**SUV**	**Total**	**Share**
A (Mini)	0	1.041	0	0	0	59	149	**1.249**	*0,5%*
B (Entry)	6.830	30.838	0	0	41	34	34.174	**71.917**	*30,8%*
C (Compact)	51.336	10.056	765	914	1	1.127	69.513	**133.712**	*57,3%*
D (Medium)	4.564	206	811	0	0	83	13.745	**19.409**	*8,3%*
E (Luxury)	3.089	0	58	10	0	141	2.564	**5.862**	*2,5%*
F (Upper Luxury)	632	4	7	0	0	43	554	**1.240**	*0,5%*
Total	**66.451**	**42.145**	**1.641**	**924**	**42**	**1.487**	**120.699**	**233.389**	
Share	*28,5%*	*18,1%*	*0,7%*	*0,4%*	*0,0%*	*0,6%*	*51,7%*	***100,00***	

2023 January-March	1	2	3	4	5	6	7		
Segment	**S/D**	**H/B**	**S/W**	**MPV**	**CDV**	**Spor**	**SUV**	**Total**	**Share**
A (Mini)	0	1.255	0	0	0	155	0	**1.410**	*0,8%*
B (Entry)	4.190	29.227	0	0	467	40	26.807	**60.731**	*34,6%*
C (Compact)	38.148	6.334	109	1.228	0	484	47.973	**94.276**	*53,7%*
D (Medium)	6.039	466	854	0	0	260	4.295	**11.914**	*6,8%*
E (Luxury)	3.565	0	95	24	0	91	2.288	**6.063**	*3,5%*
F (Upper Luxury)	488	0	0	0	0	114	425	**1.027**	*0,6%*
Total	**52.430**	**37.282**	**1.058**	**1.252**	**467**	**1.144**	**81.788**	**175.421**	
Share	*29,9%*	*21,3%*	*0,6%*	*0,7%*	*0,3%*	*0,7%*	*46,6%*	***100,00***	

Change	1	2	3	4	5	6	7	
Segment	**S/D**	**H/B**	**S/W**	**MPV**	**CDV**	**Sport**	**SUV**	**Total**
A (Mini)		-17,1%				-61,9%		-11,4%
B (Entry)	63,0%	5,5%		#SAYI/0!	-91,2%	-15,0%	27,5%	18,4%
C (Compact)	34,6%	58,8%	601,8%	-25,6%		132,9%	44,9%	41,8%
D (Medium)	-24,4%	-55,8%	-5,0%			-68,1%	220,0%	62,9%
E (Luxury)	-13,4%		-38,9%			54,9%	12,1%	-3,3%
F (Upper Luxury)	29,5%					-62,3%	30,4%	20,7%
Total	**26,7%**	**13,0%**	**55,1%**	**-26,2%**	**-91,0%**	**30,0%**	**47,6%**	**33,0%**

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

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

ENGINE TYPE	2023 January-March		2024 January-March		Change
	Quantity	Share	Quantity	Share	
Petrol	117.334	66,9%	156.396	67,0%	33,3%
Diesel	31.373	17,9%	25.268	10,8%	-19,5%
Autogas	2.762	1,6%	2.038	0,9%	-26,2%
Hybrid	19.282	11,0%	33.131	14,2%	71,8%
Hybrid	*6.189*	*3,5%*	*11.433*	*4,9%*	*84,7%*
Plug-in Hybrid	*323*	*0,2%*	*489*	*0,2%*	*51,4%*
Mild Hybrid	*12.770*	*7,3%*	*21.209*	*9,1%*	*66,1%*
Electric	4.670	2,7%	16.556	7,1%	254,5%
Pure Electric	*3.766*	*2,1%*	*14.158*	*6,1%*	*275,9%*
Extended Range	*904*	*0,5%*	*2.398*	*1,0%*	*165,3%*
Total	**175.421**	**100%**	**233.389**	**100%**	**33,0%**

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

ENGINE VOLUME	ENGINE TYPE	2023 January-March		2024 January-March		Change
		Quantity	Share	Quantity	Share	
≤ 1600cc	B/D	149.715	85,3%	181.962	78,0%	21,5%
1601cc - ≤ 2000cc	B/D	1.427	0,8%	1.219	0,5%	-14,6%
≥ 2001cc	B/D	327	0,2%	521	0,2%	59,3%
B/D Subtotal		**151.469**	**86,3%**	**183.702**	**78,7%**	**21,3%**
<=1600cc	HYBRID	10.310	5,9%	20.905	9,0%	102,8%
1601cc - <=1800cc (<=50KW)	HYBRID	0	0,0%	0	0,0%	
1601cc - <=1800cc (>50KW)	HYBRID	4.545	2,6%	7.880	3,4%	73,4%
1801cc - <=2000cc	HYBRID	4.113	2,3%	3.937	1,7%	-4,3%
2001cc - <=2500cc (<=100KW)	HYBRID	122	0,1%	110	0,0%	-9,8%
2001cc - <=2500cc (>100KW)	HYBRID	28	0,0%	94	0,0%	235,7%
>2500cc	HYBRID	164	0,1%	205	0,1%	25,0%
Hybrid Subtotal		**19.282**	**11,0%**	**33.131**	**14,2%**	**71,8%**
≤ 160 kW	ELECTRIC	3.034	1,7%	14.279	6,1%	370,6%
> 160 kW	ELECTRIC	1.636	0,9%	2.277	1,0%	39,2%
Electric Subtotal		**4.670**	**2,7%**	**16.556**	**7,1%**	**254,5%**
Total		**175.421**	**100,0%**	**233.389**	**100,0%**	**33,0%**

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

CO2 AVERAGE EMISSON VALUES (gr/km)	2023 January-March		2024 January-March		Change
	Quantity	Share	Quantity	Share	
< 100	10.740	6,1%	21.348	9,1%	98,8%
≥ 100 - < 120	77.030	43,9%	66.777	28,6%	-13,3%
≥ 120 - < 140	34.080	19,4%	61.183	26,2%	79,5%
≥ 140 - < 160	43.772	25,0%	51.617	22,1%	17,9%
≥ 160	9.799	5,6%	32.464	13,9%	231,3%
Total	**175.421**	**100,0%**	**233.389**	**100,0%**	**33,0%**

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

TRANSMISSION	2023 January-March		2024 January-March		Change
	Quantity	Share	Quantity	Share	
A (Mini)	1.373	97,4%	1.209	96,8%	-11,9%
B (Entry)	48.919	80,6%	68.164	94,8%	39,3%
C (Compact)	57.863	61,4%	112.557	84,2%	94,5%
D (Medium)	11.914	100,0%	19.409	100,0%	62,9%
E (Luxury)	6.063	100,0%	5.862	100,0%	-3,3%
F (Upper Luxury)	1.027	100,0%	1.240	100,0%	20,7%
Total	**127.159**	**72,5%**	**208.441**	**89,3%**	**63,9%**

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

LCV BODY TYPE ANALYSIS	2023 January-March		2024 January-March		Change
	Quantity	Share	Quantity	Share	
Van	50.269	83,0%	44.641	71,9%	-11,2%
Light Truck	4.082	6,7%	8.587	13,8%	110,4%
Minibus	3.711	6,1%	4.205	6,8%	13,3%
Pickup	2.488	4,1%	4.663	7,5%	87,4%
Trailer	0	0,0%	34	0,1%	
Total	**60.550**	**100,0%**	**62.130**	**100,0%**	**2,6%**

RETAIL SALES (LOCAL/IMPORT): MARCH 2024

MAKE	PASSENGER CARS			LCV			TOTAL		
	LOCAL	IMPORT	TOTAL	LOCAL	IMPORT	TOTAL	LOCAL	IMPORT	TOTAL
ALFA ROMEO		111	111			0	0	111	111
ASTON MARTIN		1	1			0	0	1	1
AUDI		1.370	1.370			0	0	1.370	1.370
BENTLEY		9	9			0	0	9	9
BMW		1.794	1.794			0	0	1.794	1.794
BYD		175	175			0	0	175	175
CHERY		6.011	6.011			0	0	6.011	6.011
CITROEN		4.990	4.990		1.795	1.795	0	6.785	6.785
CUPRA		1.037	1.037			0	0	1.037	1.037
DACIA		3.526	3.526			0	0	3.526	3.526
DFSK		49	49		52	52	0	101	101
DS		189	189			0	0	189	189
FERRARI		2	2			0	0	2	2
FIAT	8.722	91	8.813	4.186	1.700	5.886	12.908	1.791	14.699
FORD	2	3.282	3.284	3.166	1.874	5.040	3.168	5.156	8.324
HONDA		2.964	2.964			0	0	2.964	2.964
HONGQI		1	1			0	0	1	1
HYUNDAI	3.036	1.726	4.762		445	445	3.036	2.171	5.207
ISUZU			0	72	101	173	72	101	173
IVECO			0		203	203	0	203	203
JAGUAR		6	6			0	0	6	6
JEEP		278	278			0	0	278	278
KARSAN			0	31		31	31	0	31
KG MOBILITY – SSANGYONG		772	772		234	234	0	1.006	1.006
KIA		1.717	1.717		855	855	0	2.572	2.572
LAMBORGHINI		1	1			0	0	1	1
LAND ROVER		202	202		0	0	0	202	202
LEAPMOTOR		19	19			0	0	19	19
LEXUS		98	98			0	0	98	98
MASERATI		33	33			0	0	33	33
MAXUS			0		23	23	0	23	23
MERCEDES-BENZ		2.697	2.697		1.064	1.064	0	3.761	3.761
MG		3.233	3.233			0	0	3.233	3.233
MINI		116	116			0	0	116	116
MITSUBISHI		6	6		0	0	0	6	6
NETA		29	29			0	0	29	29
NISSAN		1.300	1.300			0	0	1.300	1.300
OPEL		4.579	4.579		1.363	1.363	0	5.942	5.942
PEUGEOT		5.627	5.627		1.203	1.203	0	6.830	6.830
PORSCHE		117	117			0	0	117	117
RENAULT	8.875	2.808	11.683		1.472	1.472	8.875	4.280	13.155
SEAT		1.133	1.133			0	0	1.133	1.133
SERES			0			0	0	0	0
SKODA		2.797	2.797			0	0	2.797	2.797
SKYWELL		38	38			0	0	38	38
SMART			0			0	0	0	0
SUBARU		45	45			0	0	45	45
SUZUKI		915	915			0	0	915	915
TESLA		80	80			0	0	80	80
TOGG	1.319		1.319			0	1.319	0	1.319
TOYOTA	3.651	531	4.182		1.138	1.138	3.651	1.669	5.320
VOLKSWAGEN		3.561	3.561		1.780	1.780	0	5.341	5.341
VOLVO		1.400	1.400			0	0	1.400	1.400
TOTAL	**25.605**	**61.466**	**87.071**	**7.455**	**15.302**	**22.757**	**33.060**	**76.768**	**109.828**

*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	323	323	0	0	0	0	323	323
ASTON MARTIN	0	5	5	0	0	0	0	5	5
AUDI	0	4.195	4.195	0	0	0	0	4.195	4.195
BENTLEY	0	12	12	0	0	0	0	12	12
BMW	0	3.930	3.930	0	0	0	0	3.930	3.930
BYD	0	550	550	0	0	0	0	550	550
CHERY	0	15.467	15.467	0	0	0	0	15.467	15.467
CITROEN	0	12.602	12.602	0	4.882	4.882	0	17.484	17.484
CUPRA	0	2.041	2.041	0	0	0	0	2.041	2.041
DACIA	0	10.899	10.899	0	0	0	0	10.899	10.899
DFSK	0	86	86	0	84	84	0	170	170
DS	0	801	801	0	0	0	0	801	801
FERRARI	0	5	5	0	0	0	0	5	5
FIAT	23.689	203	23.892	10.806	5.285	16.091	34.495	5.488	39.983
FORD	31	8.282	8.313	9.509	3.929	13.438	9.540	12.211	21.751
HONDA	0	5.936	5.936	0	0	0	0	5.936	5.936
HONGQI	0	4	4	0	0	0	0	4	4
HYUNDAI	8.800	4.159	12.959	0	1.411	1.411	8.800	5.570	14.370
ISUZU	0	0	0	235	334	569	235	334	569
IVECO	0	0	0	0	615	615	0	615	615
JAGUAR	0	24	24	0	0	0	0	24	24
JEEP	0	1.060	1.060	0	0	0	0	1.060	1.060
KARSAN	0	0	0	40	0	40	40	0	40
KG MOBILITY – SSANG	0	2.331	2.331	0	625	625	0	2.956	2.956
KIA	0	3.915	3.915	0	1.051	1.051	0	4.966	4.966
LAMBORGHINI	0	6	6	0	0	0	0	6	6
LAND ROVER	0	550	550	0	0	0	0	550	550
LEAPMOTOR	0	58	58	0	0	0	0	58	58
LEXUS	0	145	145	0	0	0	0	145	145
MASERATI	0	68	68	0	0	0	0	68	68
MAXUS	0	0	0	0	63	63	0	63	63
MERCEDES-BENZ	0	6.550	6.550	0	2.406	2.406	0	8.956	8.956
MG	0	5.949	5.949	0	0	0	0	5.949	5.949
MINI	0	367	367	0	0	0	0	367	367
MITSUBISHI	0	12	12	0	0	0	0	12	12
NETA	0	53	53	0	0	0	0	53	53
NISSAN	0	5.027	5.027	0	0	0	0	5.027	5.027
OPEL	0	11.229	11.229	0	3.358	3.358	0	14.587	14.587
PEUGEOT	0	12.980	12.980	0	3.948	3.948	0	16.928	16.928
PORSCHE	0	288	288	0	0	0	0	288	288
RENAULT	25.968	6.056	32.024	0	4.039	4.039	25.968	10.095	36.063
SEAT	0	2.283	2.283	0	0	0	0	2.283	2.283
SERES	0	1	1	0	0	0	0	1	1
SKODA	0	9.580	9.580	0	0	0	0	9.580	9.580
SKYWELL	0	96	96	0	0	0	0	96	96
SMART	0	0	0	0	0	0	0	0	0
SUBARU	0	83	83	0	0	0	0	83	83
SUZUKI	0	2.042	2.042	0	0	0	0	2.042	2.042
TESLA	0	375	375	0	0	0	0	375	375
TOGG	4.145	0	4.145	0	0	0	4.145	0	4.145
TOYOTA	11.532	2.805	14.337	0	3.252	3.252	11.532	6.057	17.589
VOLKSWAGEN	0	12.329	12.329	0	6.258	6.258	0	18.587	18.587
VOLVO	0	3.462	3.462	0	0	0	0	3.462	3.462
TOTAL	**74.165**	**159.224**	**233.389**	**20.590**	**41.540**	**62.130**	**94.755**	**200.764**	**295.519**

*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 December 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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