

# Premium and Luxury Cars in Turkey

October 2024

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# Premium and Luxury Cars in Turkey - Category analysis

# **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Demand remains robust for luxury cars Illegally-imported luxury cars seized at Turkish customs Türkiye updates regulations for second-hand vehicle sales

#### PROSPECTS AND OPPORTUNITIES

Continued growth in Turkey's premium and luxury car market Rising sales of fully electric and plug-in hybrid vehicles Ongoing competition from leasing, vintage models and new alternatives

#### CATEGORY DATA

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#### Luxury Goods in Turkey - Industry Overview

## EXECUTIVE SUMMARY

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Summary 1 - Research Sources

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