

# Premium and Luxury Cars in Romania

October 2024

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## Premium and Luxury Cars in Romania - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Double-digit growth driven by established brand names and technological advances Sustainable premium models save costs and support the environment Daimler ag retains its lead through the established Mercedes-Benz brand

# PROSPECTS AND OPPORTUNITIES

Retail value sales rise, supported by new launches on the landscape Personalisation, augmented reality and convenience drives sales through e-commerce Sustainability and climate concerns boost ownership of electric cars

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