

International motor vehicle manufacturers are again boosting the growing private market

Bad Homburg. With 241,399 new car registrations, the German passenger car market in January – with two additional working days – was 10.5 percent higher than in the same month of the previous year.

The international motor vehicle manufacturers in Germany continued their previous year's success and increased their sales by 14.4 percent, better than the overall market. As a result, the market share improved by 1.2 points to currently 34.6 percent.

The private market once again outperformed the overall market. With an increase of 13.5 percent, the share of private registrations in the overall market rose to 31.5 percent. The international motor vehicle manufacturers who sold 20 percent more vehicles to private customers and thus increased their market share in the private market from 43.4 to currently 46.1 percent, contributed significantly to this positive development.

VDIK President Reinhard Zirpel: “The private customer remains a reliable factor regarding the demand for new motor vehicles. And he appreciates the model range of the VDIK members. Nearly every second new vehicle sold to a private customer is supplied by an international motor vehicle manufacturer. “