

Premium and Luxury Cars in Argentina

July 2022

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Premium and Luxury Cars in Argentina - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Scarcity of US dollars affecting product assortment in 2022
Governmental obstacles to luxury cars imports for second year in a row
Luxury tax on new cars continues to influence sales

PROSPECTS AND OPPORTUNITIES

Car dealers could seek to expand their business abroad due to unfavourable market conditions
New launches expected – if the dollar situation allows it
Electric cars set to gain interest over the forecast period as new models hit the market

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DISCLAIMER

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