

SsangYong Motor Global Sales Record 143,685 vehicles in 2017

Auto

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- Company sells 143,685 vehicles globally in 2017, down 7.8percent over 2016
- Its domestic sales set a record high in 14 years since 2003, maintaining sales growth for 8 consecutive years
- G4 Rexton and Tivoli brand secure No.1 spot in large SUV and compact SUV market respectively
- SsangYong to expand global sales and maintain domestic sales growth with upcoming Rexton Sports

Seoul, S. Korea, January 2, 2018: SsangYong Motor Company(CEO Choi Johng-sik; www.smotor.com), part of the Mahindra Group, today announced that the company sold a total of 143,685 vehicles in 2017 – 106,677 units in domestic sales and 37,008 units in exports.

SsangYong's 2017 domestic sales recorded continuous growth for eight straight years helped by strong sales of the Tivoli brand and successful launch of the G4 Rexton. However, SsangYong's 2017 global sales were

down 7.8 percent year-on-year due to decreased exports

Especially, its domestic sales posted a growth of 3.0 percent over 2016 thanks to the popular G4 Rexton and Tivoli brand. The brand-new G4 Rexton's 2017 sales grew over 200 percent compared to the earlier model's 2016 sales. The Tivoli brand, which established a young and trendy brand image through constant changes, sold over 50,000 units for the second straight year.

As a result, the company's 2017 domestic sales set a record high in 14 years since 2003, when its annual domestic sales stood at 131,283 units. It contributed to sales growth for 8 consecutive years since 2009.

In addition, the G4 Rexton and Tivoli brand, SsangYong's main models, ranked No.1 in the large SUV and compact SUV markets respectively.

Meanwhile, in the overseas market, SsangYong's 2017 exports witnessed a drop of 29.2 percent from a year earlier affected by the stagnant global economy and shrinking sales in emerging markets. However, the exports showed a steady recovery after the G4 Rexton's global launches.

In December 2017, SsangYong recorded the highest monthly sales in 2017 helped by robust sales of the G4 Rexton and Tivoli brand.

Its month-to-month sales were up 17.6 percent thanks to increasing sales of main models, while its year-to-year sales were down 14.9 percent due to decreased exports.

In terms of domestic sales, the G4 Rexton surpassed 2,000 units again in 6 months since June (2,708 units). This result was attributed to the Eurasia Special Edition as well as the 7-seater version which provided a competitive price and more choices to customers.

Overall, in December 2017, the company's domestic sales recovered to the 10,000 unit level but decreased 0.5 percent over December 2016. Its exports also dropped 40.7 percent over December 2016, even though the exports exceeded 3,000 units every month since August thanks to global launches of the G4 Rexton.

SsangYong continues to hold regional launch events of the G4 Rexton in more countries, and accelerates to entering new markets such as resuming shipping to Sudan in 8 years

Choi Johng-sik, CEO of SsangYong Motor Company, commented, "In 2017, SsangYong achieved continuous growth for eight straight years in domestic sales thanks to strong sales of the Tivoli brand and successful launch of the G4 Rexton," adding, "In 2018, we will not only expand our global sales but also maintain domestic sales growth with the upcoming Rexton Sports."

Tags :

Global Sales Record	SsangYong Motor	Personal Vehicles	Commercial
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