

MONTHLY UPDATE

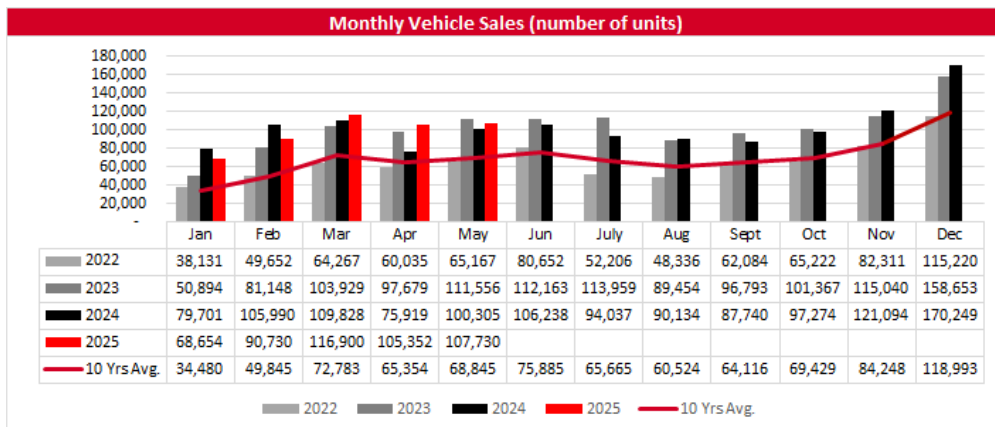
Turkey | Automotive | 3 June 2025

Automotive Sales in May

- According to the Automotive Distributors and Mobility Association (ODMD), Turkey's passenger car and light commercial vehicle market expanded by 7.4% YoY, reaching 107,730 units in May 2025 (May 2024: 100,305 units). Passenger car sales rose by 6.1% to 85,123 units, while light commercial vehicle sales grew by 12.8% to 22,607 units. May marked the third consecutive month—with March and April—of sales surpassing 100,000 units. Cumulatively, the first five-month sales increased by 3.7% YoY, achieving a historical record for the January-May period.
- TOASO's sales surged by 211% YoY to 30,053 units in May, supported by the inclusion of Stellantis brands (Peugeot, Citroën, Opel, and DS) following the distribution agreement effective from May 2025. Passenger car sales rose by 291%, and light commercial vehicle sales increased by 162%. TOASO's market share improved by 18.8 percentage points YoY and by 18.7 percentage points compared to April. However, due to the addition of new brands, YoY comparison is not entirely meaningful. Cumulatively, TOASO's sales rose by 4.4% YoY in January-May 2025
- FROTO's sales declined by 9.7% YoY to 8,175 units in May. Passenger car sales decreased by 18.2%, while light commercial vehicle sales fell by 6.3%. The company's market share contracted by 1.4 percentage points YoY and by 0.1 percentage points compared to April.
- DOAS's sales slightly decreased by 1.2% YoY, totalling 16,711 units in May. Passenger car sales, representing the majority of total sales, dropped by 1%, while light commercial vehicle sales declined by 19.4%. DOAS's market share decreased by 1.3 percentage points YoY but improved by 0.4 percentage points compared to the previous month.

	May-25	May-24	y/y	April-25	m/m	5M25	5M24	y/y Δ
TOASO	30,053	9,100	230.3%	9,650	211%	62,797	60,127	4.4%
Fiat	10,846	8,826	23%	9,256	17%	42,148	58,212	-28%
Alfa-Romeo	170	45	278%	127	34%	644	408	58%
Jeep	253	204	24%	241	5%	1,142	1,385	-18%
Ferrari	1	3	-67%	2	-50%	7	11	-36%
Maserati	20	22	-9%	24	-17%	93	111	-16%
Citroen*	5,548					5,548		
DS*	148					148		
Peugeot*	7,064					7,064		
Opel*	6,003					6,003		
*As of May 2025, the sales of Stellantis Group brands (Peugeot, Citroen, Opel, and DS) in Turkey are carried out under Tofas.								
FROTO	8,175	9,050	-9.7%	8,065	1%	38,007	37,313	1.9%
Ford*	8,175	9,050	-9.7%	8,065	1%	38,007	37,313	1.9%
*Volkswagen LCV Domestic Sales Included								
DOAS	16,711	16,908	-1.2%	15,912	5%	69,254	64,794	6.9%
Audi	2,404	1,274	89%	2,241	7%	9,171	6,353	44%
Bentley	3	3	0%	3	0%	12	17	-29%
Lamborghini	3	2	50%	1	200%	7	9	-22%
PorsCle	116	99	17%	94	23%	500	450	11%
Seat	816	830	-2%	829	-2%	3,259	3,684	-12%
Skoda	3,792	4,162	-9%	3,489	9%	15,669	15,867	-1%
Volkswagen	8,379	9,794	-14%	8,044	4%	36,190	35,168	3%
Cupra	1,198	744	61%	1,211	-1%	4,446	3,246	37%
Market	107,730	100,305	7.4%	105,352	2%	489,366	471,743	3.7%
TOASO share	27.9%	9.1%	18.8-pp	9.2%	18.7-pp	12.8%	12.7%	0.01-pp
FROTO share	7.6%	9.0%	-1.4-pp	7.7%	-0.1-pp	7.8%	7.9%	-0.02-pp
DOAS share	15.5%	16.9%	-1.3-pp	15.1%	0.4-pp	14.2%	13.7%	0.03-pp

Source: Automotive Distributors' Association, Global Securities Research



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