

Table of Contents

TABLE OF CONTENTS.....	2
LIST OF FIGURES.....	4
LIST OF TABLES	5
1 SUMMARY	6
2 COUNTRY BASICS	9
2.1 Economic Development	11
2.2 Regional Economic Development.....	14
2.3 Bulgaria and the European Union.....	16
3 BULGARIAN PASSENGER CAR MARKET.....	18
3.1 Bulgarian Car Parc.....	18
3.1.1 Structure of Car Parc by Age	20
3.1.2 Structure of Car Parc by Brands and Models.....	21
3.1.3 Car Parc in Regional Markets	23
3.2 Passenger Car Sales and Imports.....	27
3.2.1 Size of Market	27
3.2.2 Market Characteristics New Cars Market.....	30
3.2.3 Market Characteristics Used Cars Market	34
3.2.4 Sales Drivers for New Car Market.....	35
3.2.4.1 Increasing Income.....	35
3.2.4.2 Used Car Imports.....	36
3.2.4.3 Car Loans.....	37
3.2.4.4 Dealership Networks / Distribution Systems.....	39

3.2.4.5	Consumer preferences	45
4	BULGARIAN COMPONENTS AND AFTERMARKET.....	47
4.1	Bulgarian Automotive Industry	47
4.2	Bulgarian Aftermarket	52
4.2.1	Market Segments Aftermarket (OE, IAM, Fakes)	52
4.2.2	Market Size Aftermarket.....	53
4.3	Distribution System / Sales Channels for Spare Parts	56
4.3.1	Parts Importers and Distributors	59
4.3.2	Spare Part Shops	61
4.3.3	Service Stations	61
5	OPPORTUNITIES AND RISK	64
6	APPENDICES	66
6.1	Districts and Regions in Bulgaria	66
6.2	Major Bulgarian Cities	68
6.3	New Car Sales by Brand, 2003-2007	70
6.4	Bulgarian Import Regulations for Cars.....	73
6.4.1	Imports from EU-countries	73
6.4.2	Imports from Non-EU-countries	73
6.5	New Car Sales by Model, 2006-2007	75
6.6	Major Importers of Used Cars.....	84
7	ABBREVIATIONS	88

List of Figures

Figure 1: Bulgarian Borders, Districts and Main Cities.....	10
Figure 2: GDP Growth Rates at Constant Prices, 2002-2010	11
Figure 3: Development of GDP per Capita at Current Prices, in EUR, 2002-2010	12
Figure 4: Development of Average Monthly Income, in EUR, 2002-2010	14
Figure 5: Development of Car Parc, in Mio. Units, 1992-2010	18
Figure 6: Car Penetration in Bulgaria and Selected European Countries, 2006/2007	20
Figure 7: Structure of Bulgarian Car Parc by Age, 2007.....	21
Figure 8: Structure of Bulgarian Car Parc by Brand, 2007	22
Figure 9: Car Parc in Plovdiv by Age, 2007	24
Figure 10: Car Penetration in Bulgarian Regions, 2007	26
Figure 11: Development of Used Car Imports, in 1.000, 2002-2010	27
Figure 12: Development of New Car Sales, in 1.000, 2002-2010.....	28
Figure 13: Relative Structure of New and Used Car Additions to the Parc, 2002-2010	29
Figure 14: Car Sales by Segment, in Percent, 2007.....	33
Figure 15: Share of Leasing Contracts in Total New Car Sales, 2004-2007	37
Figure 16: Market Share by Type of Financing for New and Used Cars, 2007	39
Figure 17: Key Criteria Influencing Car Choice in Bulgaria, Single-Choice, 2006/2007	45
Figure 18: Share of OE-, IAM-, Fake-, Used-Parts for Routine Service, 2007	52
Figure 19: Size of Bulgarian Aftermarket, EUR bn., 2007-2010	55
Figure 20: Bulgarian Aftermarket for Important Spare Parts, EUR mio., 2007-2010.....	56
Figure 21: Distribution System for Spare Parts in Bulgaria.....	57
Figure 22: Shares of Spare Part Sales Channels for Non-OE, 2007.....	58
Figure 23: Share of Service-Channels Used for Car Repair and Maintenance, 2007.....	63

List of Tables

Table 1: Bulgaria - Country Facts, 2007	9
Table 2: Population Development in Planning Regions, 2005-2006.....	10
Table 3: Regional Population Density and GDP per Capita at Current Prices, 2005/2006	15
Table 4: Comparison of Key Figures EU / Bulgaria, 2006	17
Table 5: Popular Models in Bulgaria's Car Parc, 2007	23
Table 6: Regional Car Parcs by Number of Vehicles and Penetration, 2007	26
Table 7: New and Used Car Additions to the Parc, in Units, 2002-2010	30
Table 8: Top-Selling Brands in New Car Market, 2005-2007	31
Table 9: Top-Selling Models in New Car Market, 2006-2007	32
Table 10: Leasing Companies Affiliated to Car Dealers, 2007	38
Table 11: Major Bulgarian Automobile Dealer Companies, 2007	41
Table 12: Number of Dealer Outlets by Brand and Region in Bulgaria, 2007	44
Table 13: Bulgarian-Owned Automotive Components or Parts Producers, 2007.....	50
Table 14: Foreign Automotive Components or Parts Producers in Bulgaria, 2007	51
Table 15: New Automotive Production Projects in Bulgaria, 2007.....	51
Table 16: Length and Quality of Bulgarian Roads, 2006	54
Table 17: Largest Spare Parts Importers in Bulgaria, 2007	60
Table 18: Large Chains of Multi-Brand Service Centers in Bulgaria, 2007.....	62
Table 19: Excise Duty on Used Cars Imported into Bulgaria (from EU and non-EU), 2007.....	73