

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 Romania and the European Union	16
3 ROMANIAN PASSENGER CAR MARKET	18
3.1 Romanian Car Parc	18
3.1.1 Structure of Car Parc by Age	20
3.1.2 Structure of Car Parc by Brands and Models	22
3.1.3 Car Parc in Regional Markets	23
3.2 Passenger Car Sales and Imports	25
3.2.1 Size of Market	25
3.2.2 Market Characteristics New Cars Market	29
3.2.3 Market Characteristics Used Car Imports	33
3.2.4 Sales Drivers for New Cars	35
3.2.4.1 Economic Growth and Income Levels	36
3.2.4.2 Used Car Imports	36
3.2.4.3 Regulatory environment	37
3.2.4.4 Car Financing	37

3.2.4.5	Dealership Networks / Distribution Systems	39
3.2.4.6	Consumer preferences	42
4	ROMANIAN COMPONENTS AND SPARE PARTS MARKET	44
4.1	Car Production and Components Market.....	44
4.1.1	Production	44
4.1.2	Components Market	48
4.2	Romanian Aftermarket.....	56
4.2.1	Market Segments Aftermarket (OE, IAM, Fakes).....	56
4.2.2	Market Size Aftermarket.....	57
4.2.3	Distribution System for Spare Parts.....	60
4.2.3.1	Parts Importers and Distributors	62
4.2.3.2	Spare Part Shops	63
4.2.3.3	Service Stations	64
4.2.3.4	Other Supply Channels.....	65
5	OPPORTUNITIES AND RISKS.....	66
6	APPENDICES	68
6.1	Districts and Regions	68
6.2	Major Romanian Cities	70
6.3	Regulations and Fees for Car Imports	72
6.4	Sales of Foreign Brands in Romania, 2005-2007.....	76
7	ABBREVIATIONS	79

List of Figures

Figure 1: Map of Romania – Development Regions and Districts	10
Figure 2: GDP Growth Rates at Constant Prices, Change to Previous Year, 2002-2010	12
Figure 3: Development of Nominal Average Wages in Euro, 2003-2008.....	13
Figure 4: Inflation Rates 2001-2009	14
Figure 5: Share of Leading Regions in Total GDP, 2006.....	15
Figure 6: Development of Passenger Car Parc, in Mio., 1990-2010*	18
Figure 7: Car Penetration in Romania and Selected European Countries, 2006/2007.....	19
Figure 8: Structure of Romanian Car Parc by Age, 2007	20
Figure 9: Structure of Imported Used Cars by Age, 2007	21
Figure 10: Top-Ten Brands in Romanian Car Parc, 2007	22
Figure 11: Car Penetration in Romanian Districts, 2007	24
Figure 12: Sale of New Cars in Romania, in 1.000, 2000-2010	26
Figure 13: Import of Used Cars into Romania, in 1.000, 2000-2010	27
Figure 14: Relative Sales and Import Structure of Car Market, 2000-2010	28
Figure 15: New Car Sales by Segment, 2007	32
Figure 16: New Car Sales by Type of Engine, 2005-2007	33
Figure 17: Top Ten Brands of Imported Used Cars, 2007.....	34
Figure 18: Age Structure of Newly Imported Used Cars into Romania, 2006-2007	35
Figure 19: Share of Financing Arrangements for New Car Purchase, 2007.....	38
Figure 20: Key Criteria Influencing Car Choice in Romania, 2007	42
Figure 21: Production of Passenger Cars in Romania, in 1.000, 2000-2010	47
Figure 22: Share of OE-, IAM-, Fake-, Used-Parts for Routine Service, 2007	57
Figure 23: Size of Romanian Aftermarket, in bn. EUR, 2007-2010.....	59
Figure 24: Aftermarket for Important Spare Parts, in Mio. EUR, 2007-2010	60
Figure 25: Main Distribution Channels for Spare Part Distribution to Car Holders, 2007.....	61
Figure 26: Shares of Spare Parts Sales Channels for Non-OE, 2007.....	62

List of Tables

Table 2: Population development in development regions, 2002-2007	11
Table 3: GDP per Capita, Average Salary and Population in Romanian Regions, 2007	16
Table 4: Economic Key Figures EU / Romania, 2006 / 2007	17
Table 5: Most Popular Models by Top 5 Brands in Romanian Car Parc, 2006/2007	23
Table 6: Regional Car Parcs by Number of Vehicle and Car Penetration, 2007	25
Table 7: Sales and Import Structure of Car Market, in 1.000, 2000-2010	29
Table 8: Top Selling Brands (New Cars), 2006-2007	30
Table 9: Top Selling Models (New Cars), 2006-2007	31
Table 10: Largest Car Dealerships in Romania, 2007	40
Table 11: Dealerships and Service Networks of OEMs in Romania, 2008.....	41
Table 12: Passenger Cars Manufactured in Romania, 2006- 2007.....	46
Table 13: Major Romanian Component Suppliers and Service Providers.....	53
Table 14: Major Foreign Component Suppliers in Romania	55
Table 15: Largest Independent Importers and Distributors of Spare Parts	63
Table 16: Independent Service Station Chains, 2007.....	64
Table 17: Main Romanian Cities with over 100.000 Inhabitants.....	71
Table 18: Part 1 of Registration Tax Formula	72
Table 19: Part 2 of Registration Tax Formula	74
Table 20: Part 3 of Registration Tax Formula	75
Table 21: Sales of Foreign Brands, in Units, 2005-2007	78