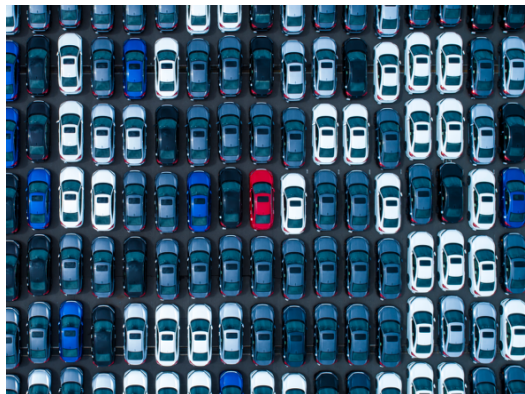


Russian automotive market

2019 results and outlook



About the survey

We are pleased to present the findings of PwC's survey of the Russian automotive market for the 2020. The report examines the state of and outlook for the passenger car and commercial vehicle market and include a special look at the Digital Sales and Marketing.

"Regardless of the implementation of the market development scenario, the current situation should be taken as an opportunity. Digitalization of the marketing function provides an opportunity to reduce costs while maintaining the marketing functionality and prepares the company for a change in the consumption model in the future".

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