

Domestic production of foreign car models brings fruits

Locally based car-making plants start bringing first positive results.

Japan's Toyota, on starting Camry sales, announced RUR 100,000 price cuts for all option packages.

Germany's Volkswagen stated that the price for Russian-produced Passat cars will be cut by 5.2%, for Jetta – by 8%.

Severstal-Auto is the only carmaker who reported an increase in price – Fiat Ducato will be sold at a price which is RUR 70,000 to 80,000 higher than the estimate. However, according to the exchange rate that was in effect last summer, when the company first announced the prices, the dollar-ruble ratio was significantly higher, so if recalculated, the price remains at that level. Fiat Ducato's coming on board with a mini-bus variety will step up the competition thus stimulating carmakers to reconsider their pricing policies.

Three assembly plants have been launched, and the share of locally produced cars will be growing soon. It's high time Russian plants thought of ways to obtain competitive foreign technology.

By Kirill Lebedev