

## TEANA and CAMRY rivalry benefits Russia

BY KIRILL LEBEDEV, IFS SENIOR ANALYST, JUNE 22, 2009

Early in June Japan's Nissan launched an assembly facility in the St. Petersburg region. A RUR5.5 billion plant is expected to produce 50,000 units annually. The model range includes X-trail estate vehicles and a D-class model, Teana, rivaling Toyota Camry.

Manufacturing only Camry in Russia, Toyota might lose part of the Russian market when Teana goes on sale. To compensate losses, Toyota should expand its footprint in other market segments with its Avensis, Corolla and Auris models.

### Model comparison

	Toyota Camry	Nissan Teana
Body style	sedan	sedan
Price, thousand rubles (basic)	from 853	from 985
Engine, liters	2.4	2.5
Capacity, horsepowers	167	182
0-100 km/h acceleration, sec	9.1	9.6
Maximum speed, km/h	201	200
Fuel efficiency (a mix of city and highway driving), l/100 km	8.5	9.5

Being similar, the both models are offered with redesigned bodies, and what vehicle will win the competition depends on packages, bonuses and, most importantly, borrower-friendly loan programs.

Launched in 2002, the 'industrial assembly' practice has advanced to a new stage when car producers find themselves in quality competition. Russia's automotive industry benefits from this program, too.

Seeking to stay in the market, carmakers set competitive prices through expanding local assembly activities. This will help modernize the Russian automotive industry and raise its competitiveness as well as improve the quality and management standards control system.