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Luxury Car Sales Surge in Russia Despite Broader Market Slump

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Russia's luxury car market is booming even as overall vehicle sales continue to fall, according to new data from the automotive analytics firm Autostat.

Luxury vehicle sales in Russia rose 19% from January through June year-on-year with 320 high-end cars sold, despite a 26% drop in the country's broader automotive market over the same period.

Rolls-Royce led the segment, selling 100 cars — 56 more than in the first half of last year — capturing nearly a third of all luxury sales. Bentley followed with 90 vehicles sold, a modest 4% increase. Lamborghini sales dipped slightly to 72 units.

Ferrari sold 43 cars, while Aston Martin and Maserati trailed with 11 and four units, respectively.

Dealers estimate the average price for cars in this segment at between 30 million and 45

million rubles ($380,000-$573,000), with the majority of buyers concentrated in the Moscow region.

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Although Western brands officially halted deliveries to Russia after the 2022 invasion of Ukraine, new vehicles continue entering the country through parallel imports.

The secondary market has also grown, with 234 luxury cars sold in May, marking a 30% year-on-year increase but down 7.5% from April.

Bentley led pre-owned sales, accounting for nearly a third of those transactions.

While Chinese automakers have gained significant ground in Russia's mass-market and premium segments, industry experts say they have yet to enter the luxury category.

Analysts note that Russian consumers, once wary of Chinese brands, now view them as credible alternatives to absent Western manufacturers, but not in the ultra-luxury space.

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