

# Iran Passenger Vehicle Database and Analysis

## Methodology and Deliverables



- Data sourced from Auto Associations
- Interviews were conducted with selected dealers of luxury vehicles.
- Interviews with Service managers of luxury vehicle to check the number of vehicle in warranty.
- Data from public domain like journals and magazines.
- Based on the above month-on-month estimation done by GRC with 95% accuracy.
- Analysis done on month-on-month data.
- GRC Analysis

## METHODOLOGY.....

### 01 Historical Data Analysis



To provide historical analysis of vehicles in Iran

- Historical Passenger Vehicle sales data by make and model (20 years, 2005 - 2024)
- Shift in segmental demand like Sedan, SUV, Luxury
- Historical Passenger Vehicle imports data by make and model (20 years)

### 02 Current Data Analysis



To provide quarterly update and analysis of vehicles sales of Passenger Car (2025)

- Passenger car sales month on month by manufacturer (OEM), by segment (Sedan, SUV, etc.), by model/variant
- Passenger car imports sales month on month by manufacturer (OEM), by segment (Sedan, SUV, etc.), by model/variant

### 03 Value-add Analysis



To provide value-add analysis by

- Colour
- Body type
- Nationality of ownership
- Gender
- TRIM level
- Growth in personnel vehicles vs taxis/shared mobility services
- + Any more customisation required