

# Premium and Luxury Cars in Turkey

September 2025

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# Premium and Luxury Cars in Turkey - Category analysis

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## 2025 DEVELOPMENTS

Luxury buyers increasingly demand sustainable premium and luxury cars

Advanced technological offerings contribute to sales expansion

Luxury car brands drive growth through innovation and customisation

## PROSPECTS AND OPPORTUNITIES

Anticipated growth in demand as consumers look for stylish designs and advanced technology, but challenges will remain

Sustainable features set to drive growth for premium and luxury cars

Technological advancements, safety improvements, and customisation expected to contribute to growth

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