



Premium and Luxury Cars in Malaysia

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for premium and luxury cars in Malaysia continues to grow at a rapid pace
BMW drives into a commanding lead thanks to the success of new models, including electric vehicles (EV), and the new Retail.Next dealership concept
Strong momentum and pick up of electric and hybrid vehicles resulted from rapid China brands penetration and Tesla

PROSPECTS AND OPPORTUNITIES

Demand on premium and luxury cars expected to be on the rise with strong positive outlook following active launch of new models
Premium and luxury car dealers to focus on ways to attract customers both in the physical world and online
Competition likely to intensify as Malaysia goes electric

CATEGORY DATA

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Luxury Goods in Malaysia - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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