Consumer Automotive Financial Services in Turkey 2016

Description: Consumer Automotive Financial Services in Turkey investigates the market for automotive financial services linked to sales of new and used passenger cars to individual buyers in Turkey. In addition to analysing the market for finance and leasing services, the study also covers creditor insurance, motor insurance, road assistance, extended warranties, prepaid service contracts and GAP insurance.

Using survey results for average take-up rates for finance and leasing propositions at the point of sale, data for the size and growth of the automotive finance and leasing market for consumers in Turkey is provided in terms of gross advances and assets leased for 2011 to 2015 with splits between finance for new and used cars and between finance organised through dealerships at the point of sale and directly with banks or other lending institutions.

Moreover, also by means of data for average take-up rates, the markets for creditor insurance, motor insurance, road assistance, extended warranties and prepaid service contracts are sized in terms of gross written premiums and other revenues sold through the automotive trade (i.e. via dealers and manufacturers) in 2015. These markets, estimated to be worth TRY 1.59 billion in total in 2015 (about EUR 486 million), are broken down between new and used cars, and between new contracts sold during 2015 and in-force business sold in previous years but still being renewed in 2015.

The report draws on a survey of 50 leading car dealerships as well as an analysis of the approach to consumer automotive financial services of 32 car manufacturer brands in Turkey. The PartnerBASE™ dataset that accompanies the report details each of the marketing initiatives for consumer automotive financial services traced for both dealers and manufacturers; a market data annexe is also available in a convenient spreadsheet format so that there is no need to re-enter key data points from the report.

In addition to captive finance companies owned by manufacturer brands or their importers, organisations covered by the report include Akbank, Aksigorta, Anadolu Sigorta, AXA, Dssa Warranty, GarantiBank, Isbank, Koçfinans, MAPFRE, Marm Assistance, TEB Cetelem and Turassist. Together, the report and database will provide you with the definitive guide to current and future opportunities in consumer automotive financial services in Turkey.

Contents: Executive Summary
1. Introduction
   - What is this report about?
   - The focus of the report is on financial services related to the sale of passenger cars to individuals
   - Rationale
   - The provision of financial services is essential to support both car sales and profitability
   - This report offers a detailed updated analysis of the subject in Turkey based on primary research
   - Methodology
   - Survey of dealers and manufacturers
   - Market data
   - Computation of market data is based on a complex set of assumptions and variables...
   - in order to provide market segmentations in unrivalled detail
   - External sources
   - Definitions
   - Finance and leasing products
   - Insurance, warranty and assistance products
   - Operating models
   - Tied and non-tied providers
   - Abbreviations
   - Exchange rate
   - PartnerBASE and market data annexe

2. Market Analysis
- Introduction
- Passenger vehicle data
- Sales of both new and used cars have grown significantly in recent years
- Three manufacturer groups account for over a half of new car sales
- Consumer automotive finance and leasing market
- Market size and growth
- Rising car sales in one form or another saw the volume of cars financed hit a peak in 2015
- with the market value having risen at a nominal compound annual rate of 11.6% since 2011
- Types of finance and leasing product
- The vast majority of consumer automotive finance in Turkey is skewed to one type of finance product
- Consumer automotive insurance, warranty and assistance markets
- Market sizes
- In total, the automotive trade is likely to have sold contracts worth over TRY 1.5 billion in 2015
- Survey of automotive dealers and manufacturer brands - overview
- Introduction
- Provision of consumer automotive financial services
- The dealer provision rate for extended warranties rose quite notably between 2013 and 2015
- Number and nature of dealer schemes
- Turkish dealers commonly work with two partners for finance and leasing
- with the influence of non-tied providers having apparently declined sharply
- Types of creditor insurance policy sold by dealers
- It is usual for comprehensive creditor insurance policies to be made available with automotive finance
- Types of motor insurance policy sold by dealers
- Almost all motor insurance policies sold through dealers include both liability and other types of cover
- Sources of road assistance distributed by dealers
- Road assistance is often bundled with other automotive financial services
- Consumer uptake of automotive financial services through dealers
- Take-up rates for point-of-sale finance in Turkey have changed little since 2013
- although those for extended warranties and motor insurance have increased
- Survey of automotive dealers and manufacturer brands - partnerships
- Introduction
- Finance and leasing
- There are at least 13 non-tied providers active in the Turkish market
- among which seven are likely to hold a reasonably high market share
- Most manufacturer brands have an arrangement for the provision of finance and leasing services
- in a sector that includes three captive finance providers and one captive finance broker
- Across all types of provider, this analysis implies that the leading firm has nearly a fifth of new business
- Creditor insurance
- Three underwriters of creditor insurance maintain links with captive finance providers
- Motor insurance
- Aksigorta, AXA, ERGO and Anadolu are the leading non-tied providers of motor insurance
- with more than a dozen others also active in this field
- AXA is also used as preferred provider of motor insurance by as many as six brands
- and Allianz by seven
- helping to make them the leading underwriters in the combined analysis
- Extended warranties
- Extended warranty provision is dominated by tied manufacturer or importer schemes
- Over two thirds of manufacturer brands researched have introduced extended warranty programs
- Road assistance
- Where made available on a non-tied basis, road assistance can be sold in three embedded formats
- Turassist is the dominant provider of road assistance to manufacturer brands
- followed by indigenous competitor Marm Assistance
- GAP insurance
- It remains the case that few Turkish dealers offer GAP insurance as a stand-alone product
- which is partly a consequence of the limited involvement of manufacturer brands
- Prepaid service contracts
- In contrast, the interest of dealers in selling prepaid service contracts seems to be rising
- with the concept having been introduced by 11 manufacturer brands

List of Graphics/Tables

Executive Summary
Key Market Data For Consumer Automotive Financial Services In Turkey, 2015

1. Introduction

2. Market Analysis
   Passenger Car Parc And New / Used Passenger Car Sales In Turkey, 2011 To 2015
   Passenger Car Parc And New / Used Passenger Car Sales In Turkey, 2011 To 2015 (Table)
   New Passenger Car Registrations In Turkey, Segmented By Manufacturer Group, 2015
   New And Used Passenger Car Finance Market In Turkey, Segmented By Distribution Channel: Volumes, 2011 To 2015
   New And Used Passenger Car Finance Market In Turkey, Segmented By Distribution Channel: Values, 2011 To 2015
   New And Used Passenger Car Finance Market In Turkey, Segmented By Distribution Channel: Values And Volumes, 2011 To 2015 (Table)
   % Split Between The Different Types Of Finance And Leasing Contract Organised At The Point Of Sale In Turkey, 2015
   Total Revenues From Consumer Automotive Insurance, Warranty, Assistance And Service Contract Markets In Turkey, 2015
   Total Revenues From Consumer Automotive Insurance, Warranty Assistance And Service Contracts In Turkey, 2015 (Table)
   Comparison Of The Provision Of Each Type Of Automotive Financial Service By Dealers And Manufacturer Brands In Turkey, 2015
   Average Number Of Tied And Non-Tied Schemes Organised By Dealers For Each Type Of Automotive Financial Service In Turkey, 2015 (Table)
   Average Number Of Tied And Non-Tied Schemes Organised By Dealers For Each Type Of Automotive Financial Service In Turkey, 2015
   % Split Between The Different Types Of Creditor Insurance Policy Sold At The Point Of Sale In Turkey, 2015 .. 25
   % Split Between The Different Types Of Motor Insurance Policy Sold At The Point Of Sale In Turkey, 2015
   % Availability Of Road Assistance Through Factory Warranties, Extended Warranties, Motor Insurance, Prepaid Service Contracts And As A Stand-Alone Product In Turkey, 2015
   % Of New And Used Car Purchasers Acquiring Each Type Of Automotive Financial Service At The Point Of Sale In Turkey, 2015

Provision Of Finance And Leasing By Dealers In Turkey, 2015: Provision Rate, Product Sources And Provider Share Of Non-Tied Partnerships
Provision Of Finance And Leasing By Manufacturer Brands In Turkey, 2015: Provision Rate, Operating Models And Weighted Provider Share Of Partnerships
Implied Market Shares Of New Business For Finance And Leasing In Turkey, 2015
Provision Of Creditor Insurance By Manufacturer Brands In Turkey, 2015: Provision Rate, Operating Models And Weighted Provider Share Of Partnerships
Provision Of Motor Insurance By Dealers In Turkey, 2015: Provision Rate, Product Sources And Provider Share Of Non-Tied Partnerships
Provision Of Motor Insurance By Manufacturer Brands In Turkey, 2015: Provision Rate, Operating Models And Weighted Provider Share Of Partnerships
Implied Market Shares Of New Business For Manufacturer-Branded And Dealer-Intermediated Motor Insurance In Turkey, 2015
Provision Of Extended Warranties By Dealers In Turkey, 2015: Provision Rate And Product Sources
Provision Of Extended Warranties By Manufacturer Brands In Turkey, 2015: Provision Rate, Operating Models And Weighted Provider Share Of Partnerships
Provision Of Road Assistance By Dealers In Turkey, 2015: Provision Rate, Product Sources And Provider Share Of Non-Tied Partnerships

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3529958/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Consumer Automotive Financial Services in Turkey 2016
Web Address: http://www.researchandmarkets.com/reports/3529958/
Office Code: SC2G2B6S

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Single User</th>
<th>Site License</th>
<th>Enterprisewide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 769</td>
<td>USD 923</td>
<td>USD 1538</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  
Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ________________________ Last Name: ________________________
Email Address: * ________________________
Job Title: ________________________
Organisation: ________________________
Address: ________________________
City: ________________________
Postal / Zip Code: ________________________
Country: ________________________
Phone Number: ________________________
Fax Number: ________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World