

SsangYong Motor Global Sales Record 10,754 units in November 2019

Auto

Author : mahindraadmin Category : Auto Published : 12/2/2019

- **SsangYong November sales increase 5.5 percent MoM to 10,754 vehicles globally**
- **Domestic monthly sales increase for 2 consecutive months, surpassing 9,000 units in 6 months**
- **SsangYong to expand global sales by enhancing brand image in global market**

Seoul, S. Korea, December 2, 2019: SsangYong Motor Company (CEO Yea Byung-tae; www.smotor.com), part of the Mahindra Group, today announced that the company sold a total of 10,754 units in November 2019 –9,240 units in domestic sales and 1,514 in exports.

SsangYong's November sales increased 5.5 percent from the previous month, driven by domestic sales growth. The company saw an increase in sales across its model line-up at home in November.

In the domestic market, the company witnessed an increase of 14.9 percent compared to the previous month, maintaining an uptrend for the second straight month. Its domestic sales surpassed 9,000 units again in 6 months since May , when its sales were 10,106 units.

The compact SUV Tivoli and pick-up Rexton Sports were up 8.7 percent and 12.1 percent, respectively. The mid-sized SUV Korando showed an uptrend for three consecutive months since August when its gasolinepowered version was launched, increasing 15.9 percent MoM and 400 percent YoY.

SsangYong's November exports decreased from a year earlier, but they are expected to recover steadily since the company is making an effort to enhance brand awareness by conducting various marketing programs including media test-drive event prior to selling the Korando M/T models in the global market.

SsangYong Motor recently announced its participation in the 2020 Dakar Rally for three consecutive years with its rally car the Korando DKR based on the Korando, which received 5 stars in the Euro NCAP Safety Test. The company will continue to carry out various global activities in order to enhance its brand awareness and develop its technology.

Yea Byung-tae, CEO of SsangYong Company, commented, "Our November domestic sales exceed 9,000 units helped by a growth in all our models," adding, "We will expand our global sales by making an effort to improve brand awareness globally as well as to spur sales growth at home aggressively."

Tags :

[SsangYong](#) [November sales](#)