

SsangYong Motor Global Sales Record 10,195 units in October 2019

Auto

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- SsangYong sells 10,195 vehicles globally in October with a recovery at home
- Domestic sales show a gradual recovery, increasing 11.2 percent MoM thanks to Korando gasoline's shipping
- SsangYong to expand global sales by spurring exports aggressively based on good response on Korando

Seoul, S. Korea, November 1 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 10,195 units in October 2019 –8,045 units in domestic sales and 2,150 in exports.

SsangYong's domestic sales in October dropped 20.2 percent from a year ago due to weak market demand and intense competition. However, compared to the previous month, its domestic sales rose 11.2 percent showing a gradual recovery.

The Korando maintained its sales uptrend for three consecutive months helped by the launch of its gasoline model in August, and the market share of Korando in the SUV C-segment increased from 17 percent to 30 percent.

SsangYong's October exports are expected to recover steadily since the Korando M/T model is ready to be sold in the overseas markets soon, and the company is pushing aggressive marketing strategies to expand sales of the Korando.

As part of these efforts, SsangYong Motor's CEO Yea Byung-tae visited Europe to review the market condition in September. In October, the company invited its global dealers to the Pyeongtaek Plant to discuss how to drive sales of the Korando, and it held a large-scale driving event for media in Spain to promote the Korando in Europe.

Yea Byung-tae, CEO of SsangYong Motor Company, commented, "Our October domestic sales increased from the previous month since sales of our main models recovered amid an intensely competitive market," adding, "We will expand our global sales by spurring exports aggressively."

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