

SsangYong Motor Global Sales Record 10,205 units in January 2018

Auto

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- SsangYong registers highest January domestic sales in 14 years
- New Rexton Sports is a sensation, receiving over 9,000 orders; more than doubled orders of Tivoli at the early stage of launch
- SsangYong to expand global sales and maintain sales growth at home based on Tivoli and Rexton brands

Seoul, S. Korea, February 1, 2018: SsangYong Motor Company (CEO Choi Johng-sik; www.smotor.com), part of the Mahindra Group, today announced that the company sold a total of 10,205 units in January 2018—7,675 units in domestic sales and 2,530 in exports.

SsangYong's January sales slightly dropped 2.1 percent compared to the same month last year due to decreasing exports, even though its domestic sales were up after the launch of the Rexton Sports

Its January domestic sales were 9.4 percent up over January 2017, and recorded the highest January sales in the domestic market in 14 years since January 2004 when 8,575 vehicles were sold. This record was attributed to the Rexton Sports which has enjoyed huge popularity right after the vehicle was launched.

The Rexton Sports, launched on 9 January, has received over 9,000 bookings as of the end of January. Currently the Rexton Sports is leading the new trend in the domestic SUV market.

Compared to SsangYong's best-seller Tivoli, which recorded over 4,200 bookings in its first month of launch in 2015, the Rexton Sports has more than doubled the orders at this early stage of its launch.

In addition, the company will make every effort to increase its production in order to meet increasing demand and reduce the waiting time for consumers.

SsangYong's January exports dropped 25.7 percent year-on-year due to the sluggish global economy. However, its exports are expected to recover gradually by riding on the sales of G4 Rexton which was launched last year and now the Rexton Sports which is scheduled to be launched globally from March.

The company has expanded its global market from the end of the last year by launching the G4 Rexton in more countries in Western Europe, Eastern Europe, Central and South America, Oceania and Southeast Asia, such as Bulgaria, Hungary, Peru, Chile, New Zealand, and Vietnam.

Choi Johng-sik, CEO of SsangYong Motor Company, commented, "The Rexton Sports is a sensation, registering over 9,000 orders and creating the second Tivoli myth," adding, "We will expand our global sales as well as maintain growth in the domestic market based on the Tivoli and Rexton brands."

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