



# Premium and Luxury Cars in Italy

October 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sales rise within premium and luxury cars in 2023 as consumer confidence returns

Number of premium and luxury cars on the rise

Premium and luxury cars is led by Daimler AG in 2022 with Mercedes-Benz, Audi and BMW continuing to dominate sales

### PROSPECTS AND OPPORTUNITIES

Premium and luxury cars likely to see strong growth

Online sales could play a greater role in the sales process as consumers and retailers go digital

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