



website for the
Russian Automotive News

June 2018

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RusAutoNews.Com - Concept

- is the best news website about the Russian automotive sector in English language
- is designed for automotive sector professionals from all over the world who needs fresh news and information about the Russian automotive sector
- We carefully select the important news/information everyday and publish a brief summary of them, to deliver only the essential knowledge and to save the reader's valuable time

The screenshot shows the RusAutoNews.Com website layout. At the top left is the logo. To the right is the text 'Exclusive Partner: automechanika'. Below this is a navigation bar with links: HOME, NEWS, EVENTS, NEWSLETTER, CONTACTS, COMTRANS DIGEST, MARKET FIGURES. A search bar is located on the right side of the navigation bar. The main content area features a large image of a silver Mercedes SUV with the headline 'Russian premium car market has grown by 10% in May 2018'. Below the image is a carousel of smaller car images. To the right of the main image is a sidebar with two promotional banners: 'AAC MOSCOW Automotive Aftermarket Club' and 'AUTOMECHANIKA FRANKFURT'. Below the main image is a section titled 'RusAutoNews.Com - Russian Automotive News' with a brief description of the website's purpose. Below that is a 'Latest News Headlines:' section with a link to 'Car production in Russia up by 20% within the first four months of 2018'. At the bottom right, there is a 'MIMS AUTOMECHANIKA MOSCOW' banner with the date '27 - 30 August 2018'.

RusAutoNews.Com - Russian Automotive News

RusAutoNews.Com is designed for professionals in automotive sector from all over the world, who need fresh news, information and data from the Russian automotive industry and market.

RusAutoNews.Com team carefully selects the important automotive news on a daily basis and publishes a brief summary, in order to deliver only the essential knowledge, saving valuable time for the readers.

Latest News Headlines:

Car production in Russia up by 20% within the first four months of 2018

RusAutoNews.Com - Car production in Russia has increased by 19,8% year-on-year within the first four months of 2018. According to ASM Holding data, 566.397 units transport vehicles (trucks, cars, buses) have been manufactured in Russia

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Contents of RusAutoNews.Com

- **News:** Latest news and statistics from the OEMs, suppliers and aftermarket
- **Events:** Important international automotive events in Russia
- **Newsletter:** Selected news about the Russian automotive sector. Newsletters are frequently sent to the subscribers
- **Market figures:** Monthly sales figures of passenger cars and light commercial vehicles in Russia

HOME

NEWS

EVENTS

NEWSLETTER

CONTACTS

COMTRANS DIGEST

MARKET FIGURES

NEWS

BACK TO HOMEPAGE

COMMERCIAL VEHICLES INDUSTRY PASSENGER CARS

Car production in Russia up by 20% within the first four months of 2018

RusAutoNews.Com - Car production in Russia has increased by 19,8% year-on-year within the first four months of 2018. According to ASM Holding data, 566.397 units transport vehicles (trucks, cars, buses) have been manufactured in Russia

© JUNE 19, 2018

COMMERCIAL VEHICLES MARKET

Russian truck market has increased by 10% in May 2018

Autostat - Russian truck market has kept growing in May 2018. According to Autostat data, 6109 new trucks have been sold in Russia in May 2018, following an increase of 9.6% in

© JUNE 19, 2018

COMMERCIAL VEHICLES MARKET

Russian LCV market has grown 14% in May 2018

Autostat - The Russian LCV market has amounted to 9297 units in May 2018, following an 13,5% year-on-year growth, according to Autostat data (LCV: Light Commercial Vehicles). The traditional leader of the

© JUNE 18, 2018

ELECTRIC VEHICLES INDUSTRY OEMS

Zotye electric cars will be manufactured in Belarus for the Russian market

RBK - 30,000 Zotye electric cars will be manufactured in Belarus until 2022, to be delivered to CIS countries. Anglo-

search here

AAC MOSCOV

AA
MOSCO

Automotive
Aftermarke

One-to-one
with wholesi
distributors

27-30.08.20

AUTOMECHA

automech
FRANKFURT

Newsletter RusAutoNews.Com

- RusAutoNews.Com newsletter is sent twice a month to the subscribers.
- The newsletter consists of around selected 10 news which are published at the webpage RusAutoNews.Com within two weeks period.
- The readers have a brief overview about the developments in Russian automotive sector in past two weeks
- Subscribers:
Automotive OEMs, Tier 1-2 suppliers, manufacturers of trailers, truck bodies, spare parts and accessories, service companies from all over the world including Russia
- As of June 2018 there are 745 subscribers. Please note that we delete regularly the e-mail addresses with more than 8 unread newsletters (~4 months).
- Please [click here](#) to see one of the newsletters

19/06/2018

Newsletter RusAutoNews.Com (Nr.127: June 01-13. 2018)

 RusAutoNews.Com

Selected News

KAMAZ has demonstrated the first autonomous electric bus

13.06.2018 /RusAutoNews.Com – KAMAZ has demonstrated the first autonomous electric bus as reported by the company. The unmanned M2 category small-class SHATL (Wide Adaptive Transport Logistics) vehicle, developed by KAMAZ in cooperation with NAMI, is intended for hard-surface roads, using data from digital maps, navigation ... [more](#)

Putin has highlighted the advantages of gas vehicles over electric cars

12.06.2018 / RusAutoNews.Com – Gas vehicles are a more ecological form of transport, in comparison with electric cars, as stated by Vladimir Putin at his annual "Direct Line" TV appearance, published by the Kremlin press office. "The topic has a certain specific character for us: a primary source in the world is needed, in order to produce [more](#)

Government has spent 44.5 billion rubles on automobile purchases in 2017

10.06.2018 / Kommersant – The Russian government has spent more than 44.5 billion rubles on automobile purchases in Russia within the framework of state purchase of automobiles and special vehicles in 2017. The purchases cover 44-FL (FL: Federal Law – 44: for federal departments, regions and municipalities) and 223-FL [more](#)

Russian premium car market has grown by 10% in May 2018

08.06.2018 / RusAutoNews.Com – According to Autostat, the Russian premium car market amounted to 12,337 vehicles in May 2018, indicating a 9,7% year-on-year increase. Mercedes-Benz has remained the leader of the market with a sales figure of 3234 vehicles (+5,5% y/y). BMW comes second in the rankings, with a sales figure.... [more](#)

Russian car market has increased by 18% in May 2018

07.06.2018 / RusAutoNews.Com – Russian car market (new car and LCV sales) increased by 18% or by 22,524 units in May 2018 in comparison with the same period of the previous year, and amounted to 147,525 vehicles, announced by the AEB Automobile Manufacturers Committee (AEB AMC). Within the January – May period of this year [more](#)

Electric cars sales up by 65% within the first four months of 2018

05.06.2018 /Autostat – According to Autostat, 28 new electric cars have been sold in Russia, within the first

Regular visitors/readers of RusAutoNews.Com

are the professionals who are involved or interested in the Russian automotive sector:

- Automotive manufacturing professionals (OEMs, suppliers)
- Automotive sales and aftersales professionals
- Automotive aftermarket professionals
- Machinery industry professionals
- Service sector professionals (engineering, research, marketing, logistics/customs, media, finance etc)



RusAutoNews.Com - Russian Automotive News

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RusAutoNews.Com team carefully selects the important automotive news on a daily basis and publishes a brief summary, in order to deliver only the essential knowledge, saving valuable time for the readers.

Latest News Headlines:

COMMERCIAL VEHICLES INDUSTRY PASSENGER CARS

Car production in Russia up by 20% within the first four months of 2018

RusAutoNews.Com - Car production in Russia has increased by 19,8% year-on-year within the first four months of 2018. According to ASM Holding data, 568,397 units transport vehicles (trucks, cars, buses) have been manufactured in Russia

© JUNE 10, 2018

COMMERCIAL VEHICLES MARKET

Russian truck market has increased by 10% in May 2018

Autostat - Russian truck market has kept growing in May 2018. According to Autostat data, 5709 new trucks have been sold in Russia in May 2018, following an increase of 9,5% in

© JUNE 10, 2018

COMMERCIAL VEHICLES MARKET

Russian LCV market has grown 14% in May 2018

Autostat - The Russian LCV market has amounted to 9207 units in May 2018, following an 13,5% year-on-year growth, according to Autostat data (LCV: Light Commercial Vehicle). The traditional leader of the

© JUNE 10, 2018

ELECTRIC VEHICLES INDUSTRY OEMS

Zotye electric cars will be manufactured in Belarus for the Russian market

Search here

AAC MOSCOW

AAC MOSCOW
Automotive Aftermarket Club
One-to-one meetings with wholesalers and distributors in Russia
27 - 30.08.2018

AUTOMECHANIKA FRANKFURT

automechanika
Moscow
Strength in technology

MIMS AUTOMECHANIKA MOSCOW

MIMS automechanika
MOSCOW
27 - 30 August 2018

BUSWORLD MOSCOW RUSSIA

busworld
MOSCOW RUSSIA
presented by autotrans
23-25 OCT 2018

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Sponsorship Opportunities

Article/press release:

Publishing an article/news or a press-release about your company with images and links to webpages.

Price for one publication: 550€

Banner:

Image (300x250 pixels) with a link to a webpage.

The banner appears in each page.

Price for publication: 1 month: 450€ / 3 months: 1100€

Newsletter sponsor:

Company logo or image will be placed at the top of the newsletter. Information about the sponsor company (text + image + link) will be placed after the newsletter text.

Price: 1 newsletter e-mailing to more than 700 subscribers: 850€

Ford Trucks partners with Turbotrucks in Russia



March 29, 2018

RusAutoNews.Com – **Ford Trucks Heavy Commercial Vehicles** recently announced that the company has appointed Turbotrucks as the official exclusive distributor in Russia.

Turbotrucks has been representing leading automotive brands for more than 20 years along with its truck business background and turns variety of automotive related businesses in 9 countries across Europe. The company will provide sales, after sales and spare parts and used truck business through their existing network to Ford Trucks customers. Ford Trucks will also continue to expand its network through Turbotrucks and the main transportation routes will be covered alongside the major cities of Russia in two years. Parts availability and distribution is also a vital part of this partnership, and main spare parts depot will be in Moscow and will serve to all locations simultaneously.

Director of International Markets at Ford Trucks, Emrah Duman said: "Since our first contact with Turbotrucks, we understood that both sides share the same vision and DNA in business and will be good partners to each other in the future. This partnership will enable us to restructure our distribution strategy in Russia and will lead us to achieve a rapid sales and after sales network expansion as well as significant improvement on spare parts distribution all over Russia. With our new partner, we are committed to provide the highest levels of customer service and competitive after-sales solutions through dedicated facilities for sales, service and parts. We are very pleased to be partner with Turbotrucks and I believe they will represent our brand in the best possible way in Russia."



The new partnership was announced and celebrated during a press event in Moscow. The event was attended by Ford Trucks and Automechanika & Van Russia Board members.

Search here

AAC MOSCOW
Automotive Aftermarket Club
One-to-one meeting with wholesalers and distributors in Russia
27-30.08.2018

AUTOMECHANIKA/TRANSPORT
automechanika
Moscow
Symposium for Transport

MIMS AUTOMECHANIKA MOSCOW
automechanika
MOSCOW
27 - 30 August 2018

BUSWORLD MOSCOW RUSSIA
busworld
MOSCOW RUSSIA
powered by autobrains
27-28 OCT 2018

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References

- Messe Frankfurt Germany



- ITEMF Moscow







- Messe Frankfurt Rus



- Busworld International



- Business Media Russia



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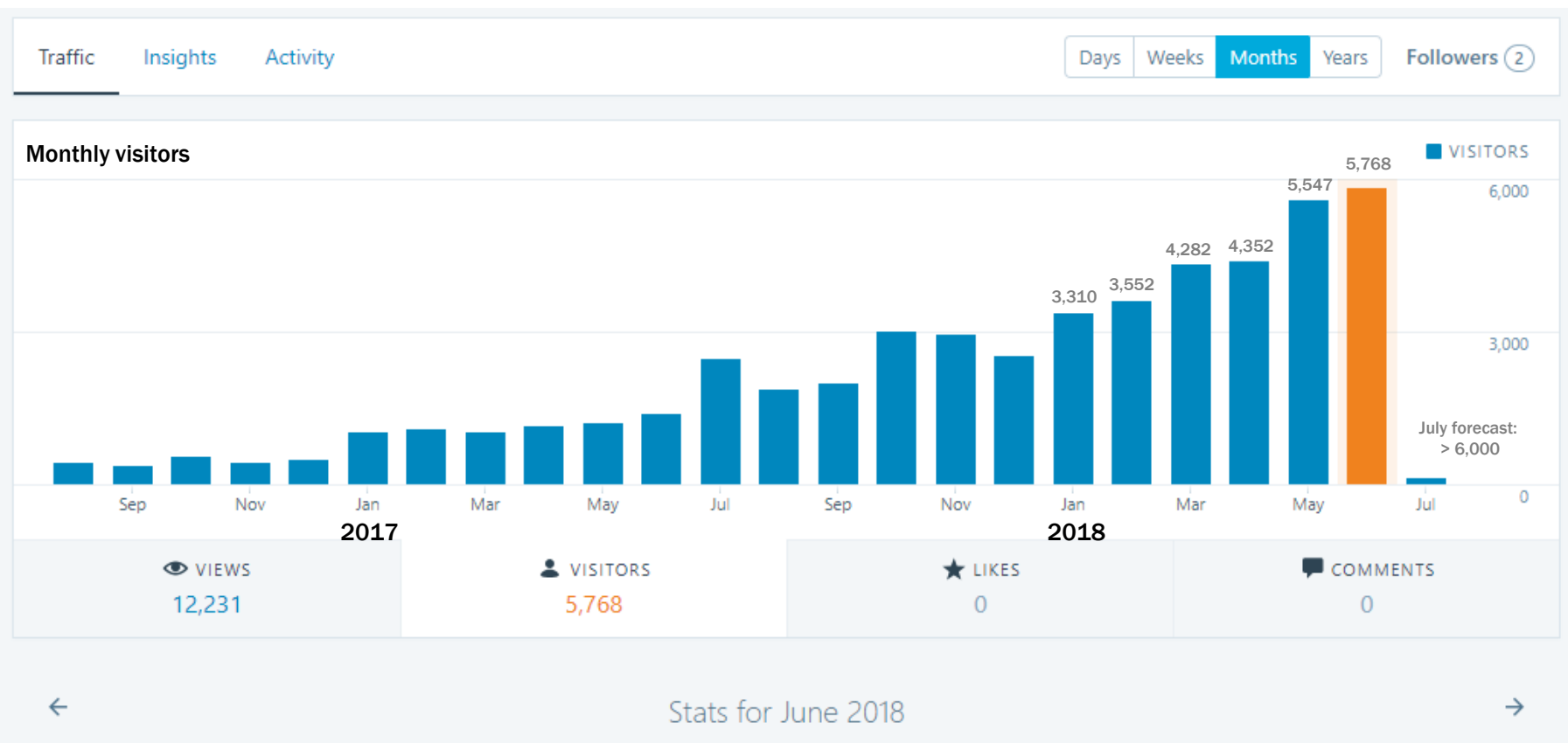
e.belenlioglu@a1perform.com

Annex: Webpage Statistics

Jetpack Analytics: Visitor statistics

- More than 6000 monthly visitors expected in June-August 2018 period

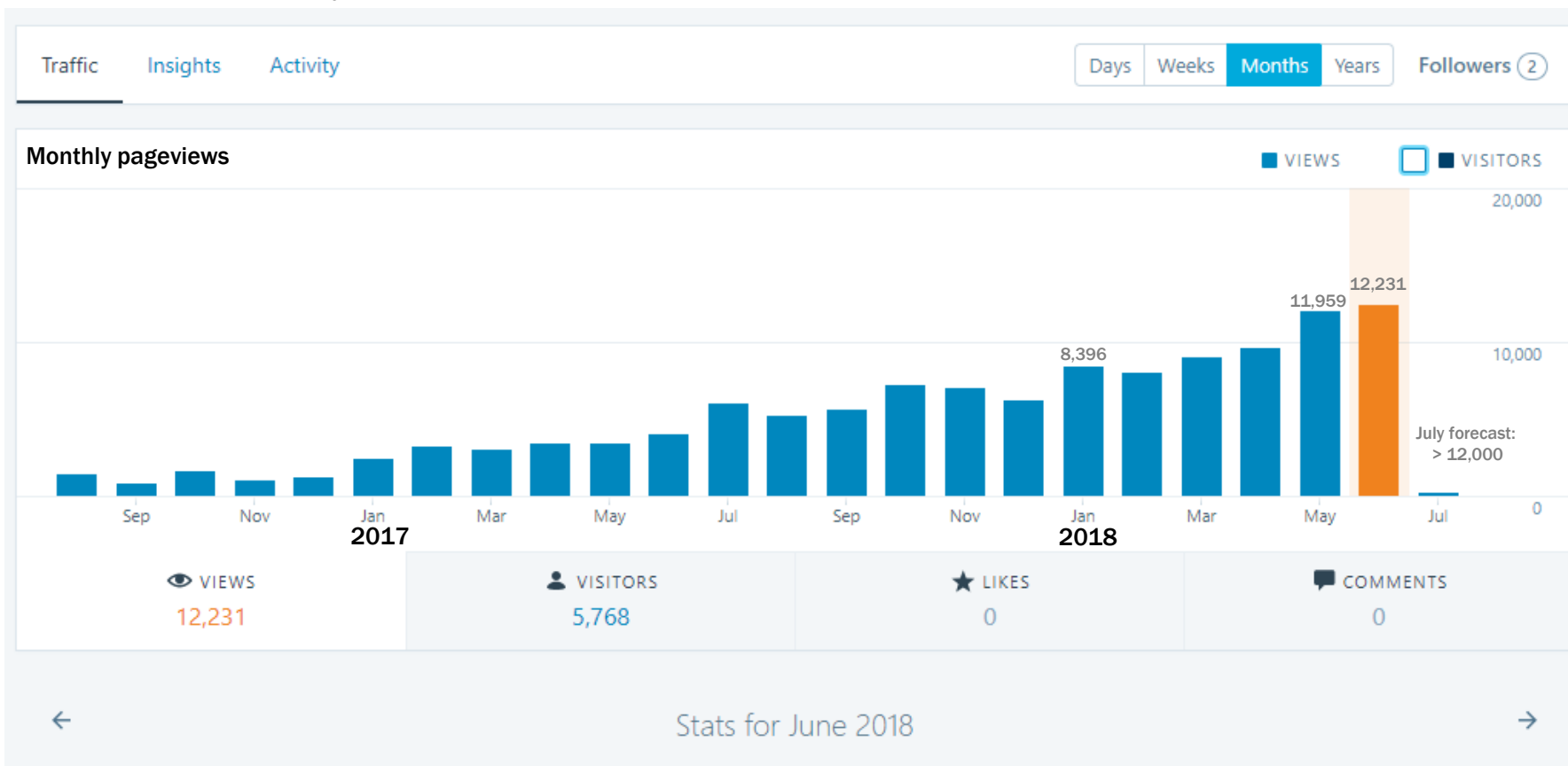
Wordpress – Jetpack Analytics data as of 01.07.2018 / RusAutoNews.Com



Jetpack Analytics: Pageviews

- More than 12.000 monthly pageviews expected in June-August 2018 period

Wordpress – Jetpack Analytics data as of 01.07.2018 / RusAutoNews.Com



Jetpack Analytics: Countries vs pageviews

- Views from all around the world. USA, Russia and Germany are leading countries.

Wordpress – Jetpack Analytics data as of 01.07.2017 – 01.07.2018 / RusAutoNews.Com

Top-10 **Country** **Views** Stats for 365 days ending July 1, 2018 (Summarized)

	United States	11,677
	Russia	9,680
	Germany	7,764
	United Kingdom	5,749
	Turkey	3,964
	India	3,812
	France	3,393
	Japan	2,726
	South Korea	2,717
	Italy	2,688

