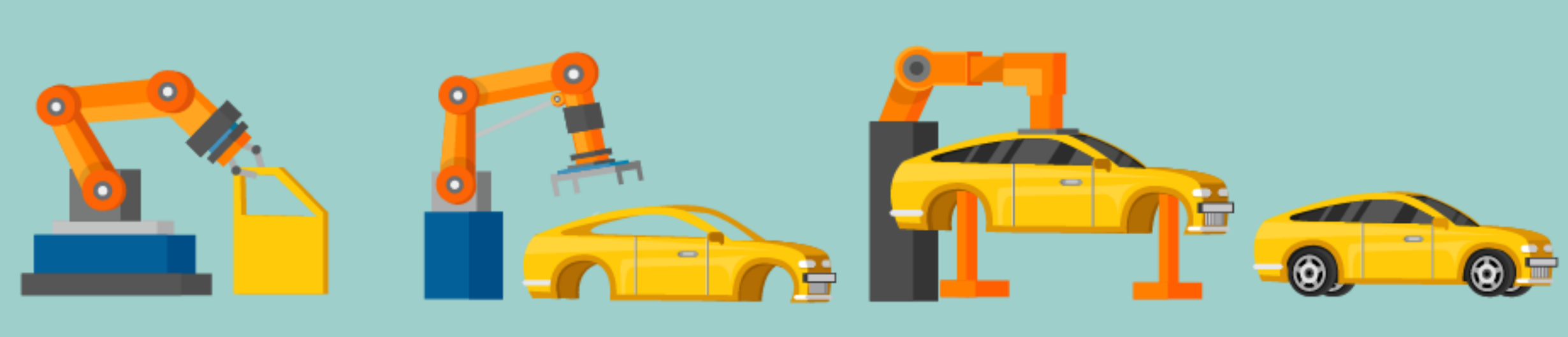
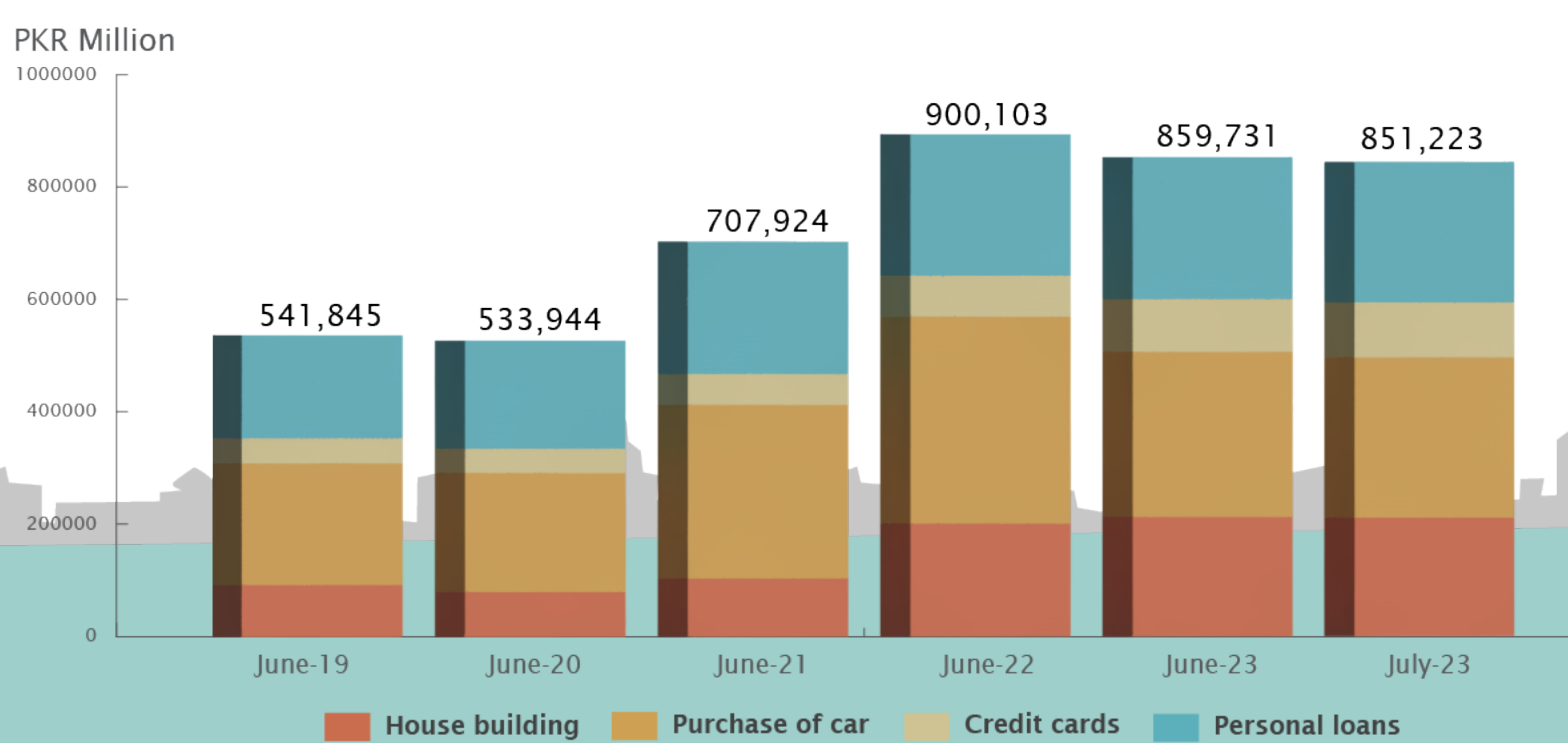


# PAKISTAN'S AUTO INDUSTRY HITS THE BREAKS



## Low Car Financing

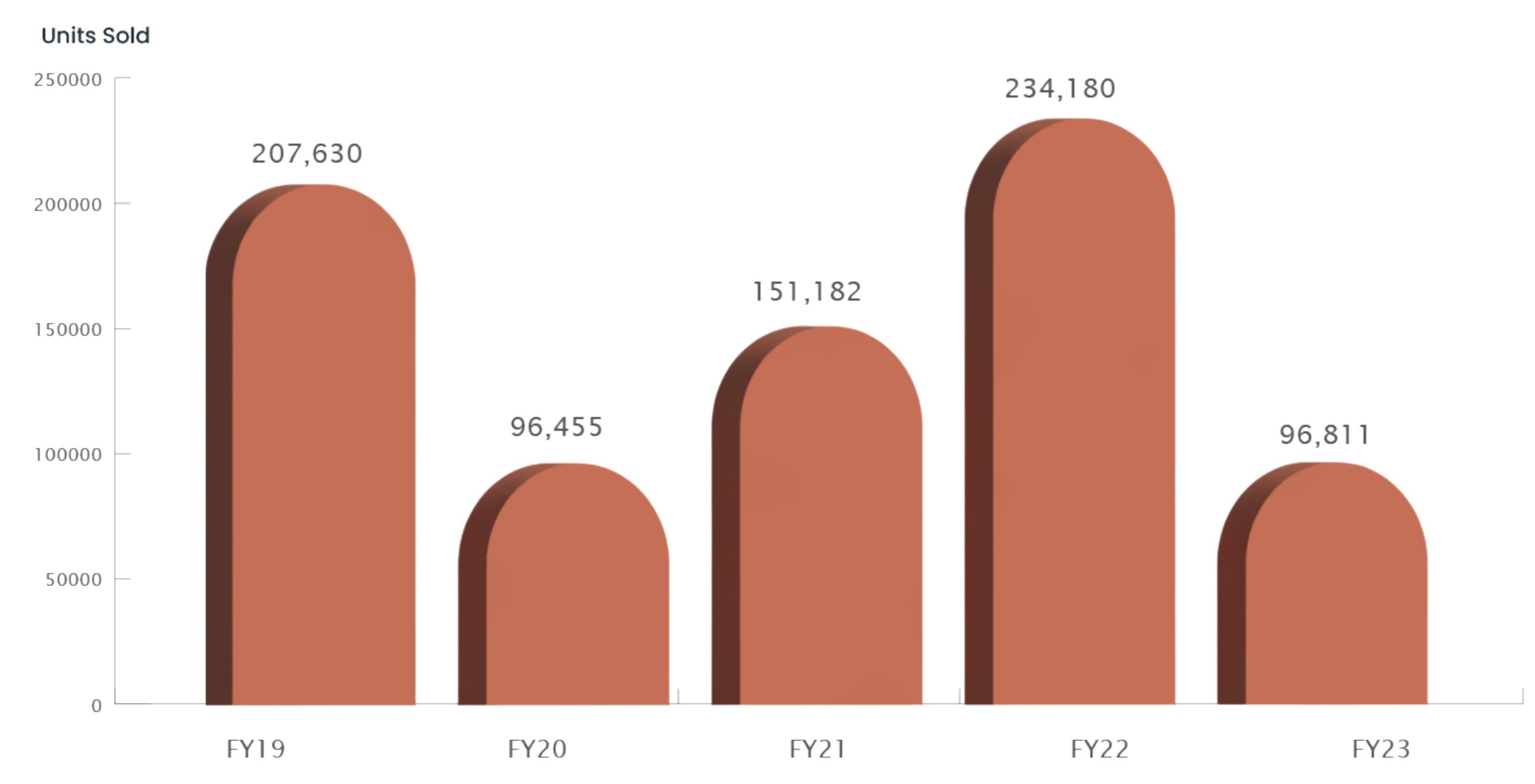
Aggregate demand is set to plummet, with a 25% interest rate on consumer financing, affecting both banks and consumers negatively.



Source: SBP

## The Cycle of Demand & Supply

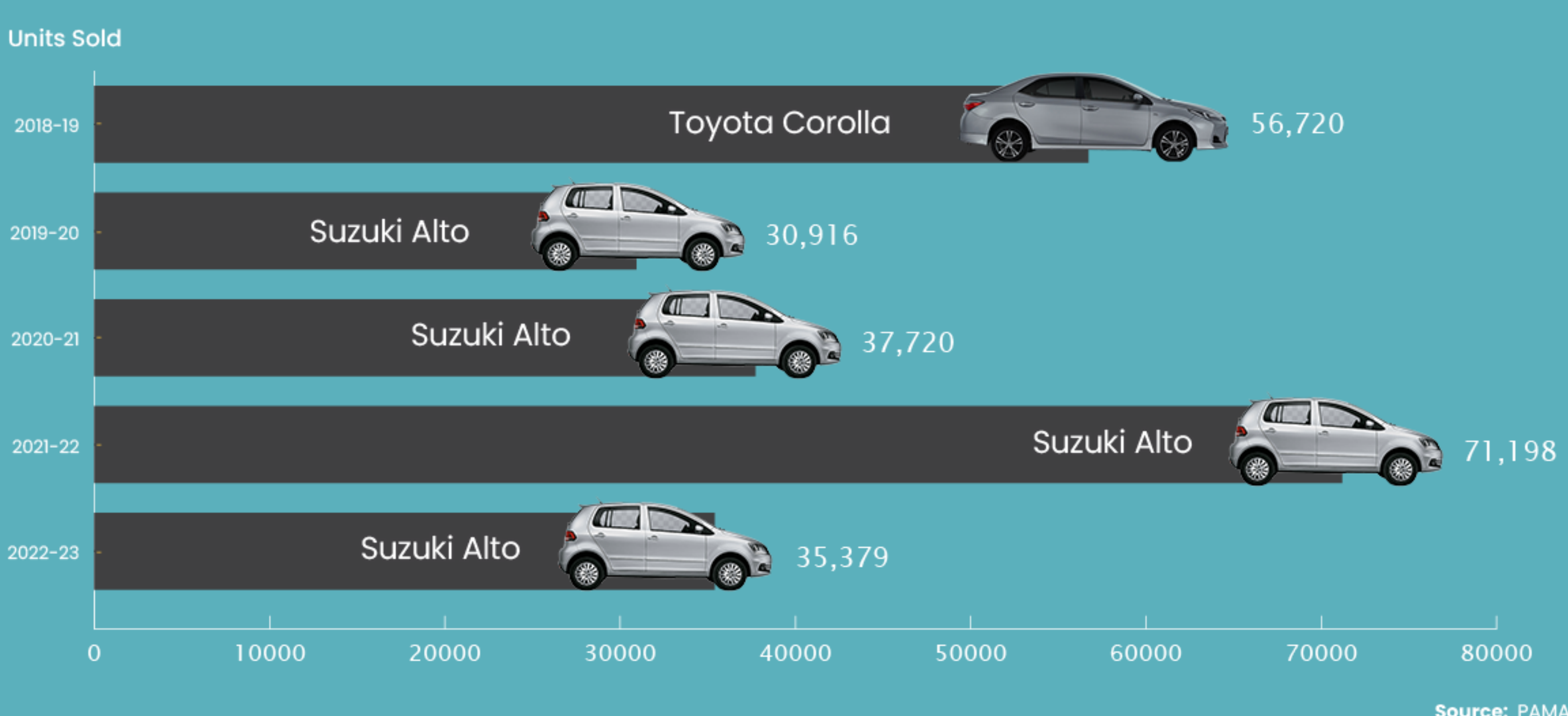
Reduced car demand has led to a production halt by the automobile industry in Pakistan, with total car sales plummeting by 59% since FY22.



Source: PAMA

## Pakistan's Best Selling Cars

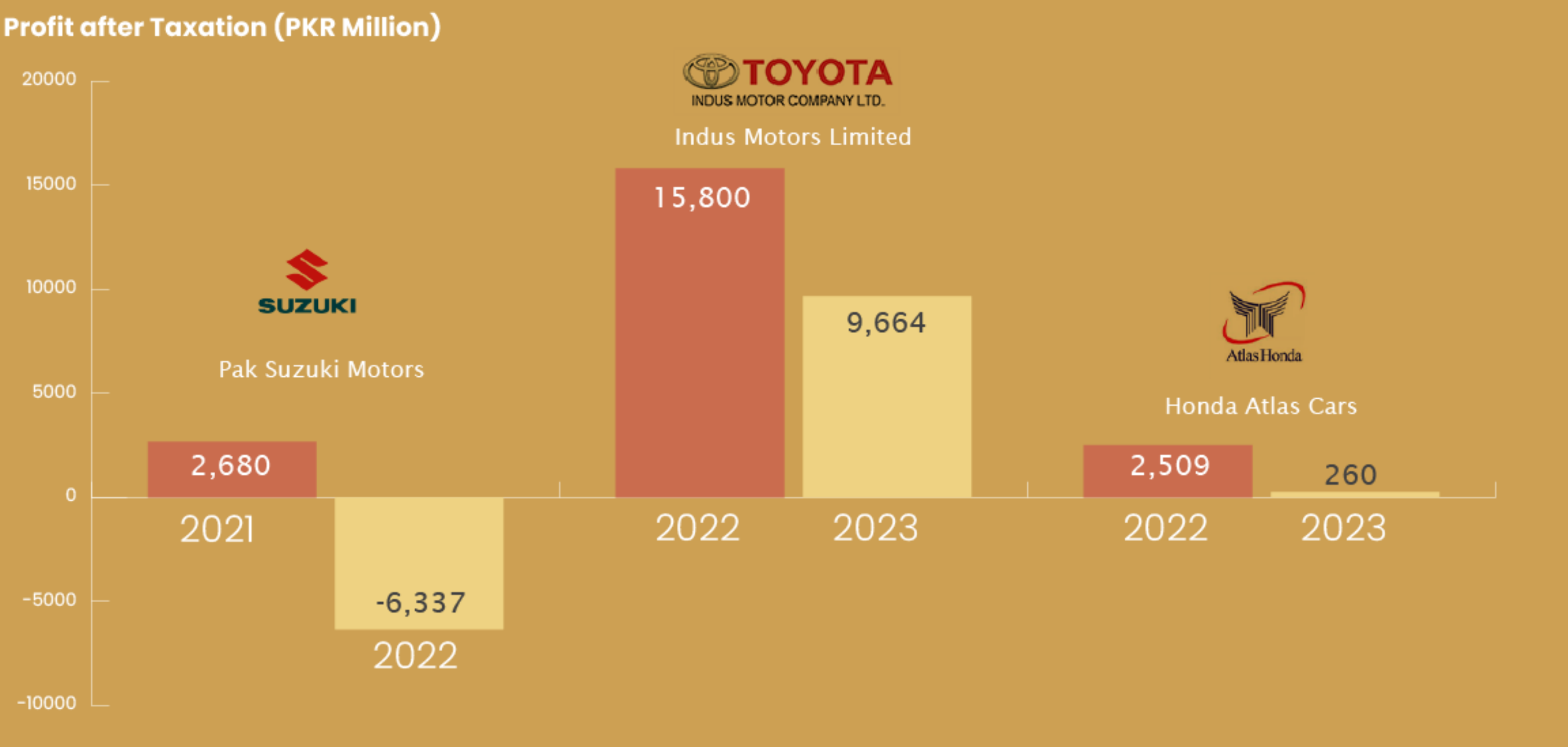
However, one car model still rules the Pakistani market, the Suzuki Alto. Yet its sales have declined by 51%. This reflects the country's overall lower purchasing power.



Source: PAMA

## Wheels of Misfortune

Economic challenges have reduced profits or caused losses for major players, casting doubt on Pakistan's investment suitability in the future.



Source: PSX