

Ankara electric vehicle market

Türkiye's first homegrown electric vehicle maker Togg maintained the top spot in the domestic market with over 20,000 units sold in the first 10 months of the year, according to a report on Wednesday citing industry data.

Since then, the brand has seen a strong interest in the domestic market and abroad, with the first sales of its T10X model outside Türkiye expected in the upcoming period, starting from Germany.

From January through October, Togg sold 20,140 units, Anadolu Agency (AA) reported Wednesday, based on data from the Automotive Distributors and Mobility Association (ODMD). Like this, the brand secured 31% of the market share, it said.

In January-October, the automobile market slightly grew by 0.2% from the prior year to 750,935 units, while light commercial vehicles' sales decreased by 6.3% to 196,231 units.

When "fully electric," "extended-range electric" and "hybrid" vehicles are considered, it was seen that 26.2% of the total market consists of vehicles with electric motors.

Looking closely at the data, it was observed that Togg continued to dominate the domestic electric market, as it outstripped its closest competitor by 12,773 units with 20,140 units sold in the first 10 months of the year.

When looking at the electric car market by brand, after Togg, Tesla was listed next with 7,367 units and BMW with 6,576 units in the January-October period.

Besides the T10X SUV, the only model currently sold, Togg will manufacture four other models - a fastback, a C-hatchback, B-SUV, and B-MPV - by 2030.

Unveiled earlier this year, the fastback sedan, the T10F, is scheduled to go on sale in Türkiye next year and then in the European market, according to the company.

The company showcased recently the sedan model to the public during Türkiye's premier defense and technology event, Teknofest, which was organized in the southern province of Adana.

On the other hand, looking at October, in the fully electric car market of 8,341 units, Togg came in first with 3,091 sales. BMW followed it with 557 sales, and Mini and KG Mobility (Ssangyong) came in third with 425 sales, respectively.

Togg, in the first year on the market, delivered around 20,000 units, bringing the count of its T10X model on



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Turkish roads with sales in the first 10 months of this year to about 40,000.

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