



FEDERAL PROJECT «AUTOMOBILE OF THE YEAR IN RUSSIA»

Bulletin of the annual research
“RATINGS OF THE AUTO OF THE YEAR”
– 2021

Past – Present – Future





RATINGS OF THE AUTO OF THE YEAR – 2021

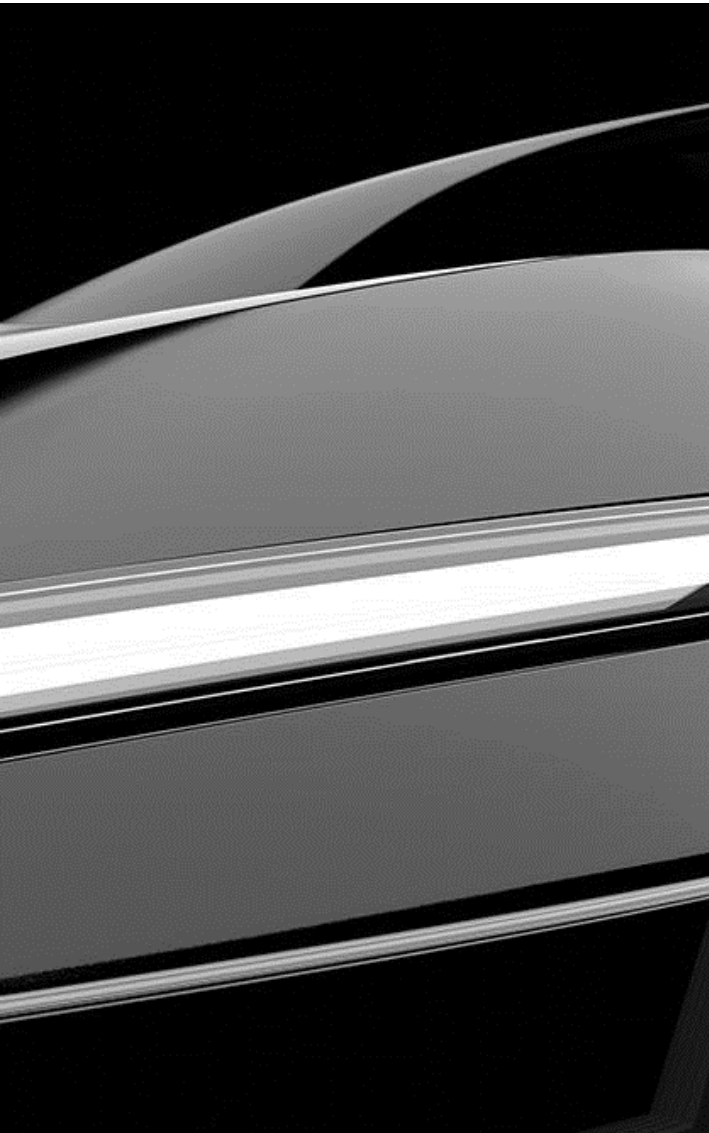
Annual research «RATINGS AUTO OF THE YEAR» has been identifying preferences of Russians regarding cars for the past 8 years. Motorists from all over Russia choose car models in different categories and answer questions.

In 2021 the concept of "Past - Present - Future" was implemented.

Participants of the research select automobiles that they think better fit the category, as well as indicate significant parameters when choosing a particular model.

The received information is a comprehensive assessment of cars by Russian motorists. The results of research provide an understanding of preferences by gender, age, geography and price segment.

The results of research help to navigate the variety of models on Russian market and make a considered decision when choosing and buying a car!



RATINGS OF THE AUTO OF THE YEAR – 2021

Sections and categories

In the **Past section** motorists chose one model from the catalog of used cars in the following categories:

- Auto legend
- First car
- Affordable Reliability
- Bargain

In the **Present section** motorists chose three models from the current catalog (all models officially presented on the Russian market at the time of the study) in the following categories:

- Reliable cars
- Family cars
- Multi-purpose cars
- Modern cars

In the **Future section** motorists chose three models from the actual catalog in the category:

- Electric cars and hybrids



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Methodology of conducting a survey and processing research data

1. In each of the proposed categories the participant selects one (Past section) or three consecutively (Present and Future sections) cars that better correspond to the category and ranks them in order of importance - from the highest priority in the particular category.
1. For each selected model the participant of the study notes three (out of 6 possible) parameters / criteria that are the most suitable for the model.
1. The car that the respondent put in 1st place gets 3 points, in 2nd place - 2 points, in 3rd place - 1 point. The scores for each model are summed up.
1. The data obtained is weighted - extrapolated to Russian residents over 18 years old, using the Internet and owning at least one car (*Source: Ipsos Regular Survey "Russian Target Group Index, 2021"*). Data processing and analysis is carried out by an independent research company Ipsos.
1. Additionally for the **Present section** in each category the Rating by price segments is displayed: up to 2 million ₺, from 2 to 4 million ₺, over 4 million ₺.

Past:

- Auto legend
- First car
- Affordable Reliability
- Bargain



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Past: Auto Legend

In this category, respondents showed remarkable erudition. Most of the prizes were given to legendary sports cars. There are five of them in the ranking. The first place was given to the British supercar Aston Martin DB9.

Auto legend: Overall rating		Cult model	Bestseller of the time	Original design	Long-liver (huge resource reserve of the model)	Rare model	Unique technical solutions
		68,9%*	65,8%	64,1%	46,6%	24,9%	21,5%
1	Aston Martin DB9	79,1**	57,9	69,5	7,2	68,1	11,6
2	Chevrolet Camaro	92,6	59,4	94,4	8,1	40,0	2,6
3	Alfa Romeo 159	61,6	55,3	82,5	6,8	54,1	33,9
4	Alfa Romeo 4C	52,5	52,4	88,5	14,6	58,1	30,3
5	LADA 4x4	89,6	86,5	13,9	78,8	0,0	21,5
6	Toyota Land Cruiser	94,0	92,9	9,2	97,6	0,0	5,0
7	LADA Largus	31,4	37,1	76,0	52,9	33,0	68,4
8	Mercedes-Benz G-Class	85,2	61,0	60,6	77,3	5,0	8,9
9	Porsche 911	93,5	60,3	69,4	27,5	21,2	24,0
10	Aston Martin Vanquish	64,9	59,5	94,2	12,2	30,5	30,6

* Among participants 68.6% chose a car for a Cult Model.

** After choosing a car, research participants were offered the parameters by which they chose the car in the category. For example, among those who chose the Aston Martin DB9, 79.1% chose it as a cult model, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

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Past: First auto

There is the special awe that people experience buying their first car. 5 models of LADA cars were included at the TOP-10, according to Russian car owners, for their availability and inexpensive maintenance.

First auto: Overall rating		Affordable for purchase	Repairable / inexpensive service	Economical	Safe and durable	Liquid	Aesthetically attractive
		66,6%*	62,8%	49,2%	43,5%	39,8%	32,1%
1	LADA Granta	94,9**	90,7	59,2	6,8	38,4	1,0
2	LADA Priora	89,9	94,3	41,9	7,2	42,1	10,9
3	LADA Kalina	88,4	92,1	53,6	18,0	39,3	7,3
4	Kia Rio	84,5	60,9	62,5	23,0	41,5	25,5
5	Ford Focus	70,5	59,7	46,2	43,7	45,1	33,5
6	LADA Largus	50,9	29,4	38,8	62,4	59,5	55,2
7	LADA 4x4	86,5	97,8	6,8	62,2	29,8	3,4
8	Hyundai Solaris	63,2	75,6	62,9	19,7	53,4	24,7
9	Toyota Corolla	52,9	60,0	43,9	53,0	62,3	25,1
10	Volkswagen Polo	55,8	67,2	81,2	42,8	36,6	15,5

* Among participants 66.6% chose a car for Availability for purchase.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose LADA Granta, 94.9% chose it for Availability for purchase, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

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Past: Affordable reliability

Reliability and affordable price are probably the main criteria when choosing a car. Russian motorists have compiled their rating of affordable cars that retain their best qualities for a long time. Renault Logan was awarded the highest rating.

Affordable reliability: Overall rating		Wear resistance	Time-tested model	Build quality and parts	Repairable	Unpretentiousibility	Popularity / widely represented in the market
		68,7%*	64,1%	50,0%	44,4%	39,5%	29,8%
1	LADA Granta	55,0**	68,8	23,7	65,3	69,2	18,1
2	LADA Priora	73,7	67,3	57,5	41,8	34,8	24,2
3	LADA Kalina	74,8	71,3	52,9	33,5	31,6	35,5
4	Kia Rio	75,8	46,3	46,1	76,8	39,1	9,8
5	Ford Focus	51,4	78,4	32,0	37,9	41,2	58,3
6	LADA Largus	41,7	52,2	23,2	48,6	65,7	68,5
7	LADA 4x4	78,5	89,2	46,7	16,3	27,1	42,1
8	Hyundai Solaris	74,5	67,3	0,0	94,7	38,0	25,5
9	Toyota Corolla	81,1	60,1	69,5	43,7	18,7	26,8
10	Volkswagen Polo	67,5	41,5	49,5	52,3	39,7	49,5

* Among participants 68.7% chose a car for Wear resistance.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose LADA Granta, 55.0% chose it for Wear resistance i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

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Past: Bargain

To buy a car with beneficial conditions is a dream for everyone. But benefit is not only the price of the car, it can be expressed both in profitable exploitation and in profitable resale. The top 10 most profitable models includes 4 Toyota models at once.

Bargain: Overall rating		Large resource reserve of the model	High liquidity	Economical exploitation and maintenance	More options / comfort for less money	Desired brand	Timeless design
		61,4%*	57,0%	55,4%	42,7%	39,7%	36,1%
1	Toyota Camry	85,7**	94,3	24,2	13,2	59,7	20,1
2	Toyota Corolla	78,8	65,8	47,3	26,3	50,5	28,8
3	LADA Largus	66,0	43,5	88,4	29,7	30,0	34,2
4	Kia Rio	24,5	51,9	87,0	74,5	30,1	25,8
5	Chery Tiggo 7	40,6	6,5	79,1	96,4	19,3	38,4
6	Toyota Land Cruiser Prado	85,6	87,5	6,2	7,9	80,4	26,2
7	Hyundai Solaris	49,9	72,2	95,0	56,1	14,9	10,5
8	Toyota RAV4	87,2	55,6	46,5	37,1	41,1	27,1
9	Renault Duster	82,6	92,5	79,2	23,1	8,6	13,9
10	LADA Granta	38,8	69,8	92,6	58,2	27,9	4,8

* Among participants, 61.4% chose a car for the model's Large resource reserve.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose Toyota Camry, 85.7% chose it for the model's large resource reserve, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present:

- Reliable cars
- Family cars
- Multi-purpose cars
- Modern cars

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Present: Reliable cars

Reliability is a key quality for any car and an important criterion for those who appreciate long-term trouble-free use of the car.

Reliable cars: Overall rating		Trusted brand/model	Build quality and parts	Preparation for Russian conditions	Level of safety	Repairability and simplicity of maintenance	Manufacturer warranty period
		88,9%*	85,5%	74,8%	66,2%	59,0%	39,1%
1	Honda CR-V	89,6**	70,5	44,8	39,4	42,6	9,4
2	Toyota Camry	90,2	73,4	33,0	48,8	35,5	16,6
3	Toyota Land Cruiser Prado	72,3	74,9	64,1	39,1	22,2	21,5
4	Toyota RAV4	84,8	67,9	51,3	46,8	30,5	14,2
5	Toyota Corolla	73,5	70,0	38,5	41,0	40,0	28,0
6	Skoda Octavia	70,4	79,9	42,7	52,1	37,0	11,9
7	Renault Duster	70,7	39,4	82,8	14,5	72,2	10,8
8	Hyundai Solaris	67,2	54,8	76,4	11,5	72,7	16,1
9	LADA Largus	40,2	51,0	67,8	6,8	83,5	44,2
10	Renault Logan / Stepway / Stepway CITY	77,4	44,0	83,0	11,7	79,0	4,0

* Among participants 88.9% chose cars for a Trusted Brand/Model.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the Honda CR-V, 89.6% chose it as a Trusted Brand/Model, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Reliable cars up to 2 mln ₺

Reliability is a key quality for any car and an important criterion for those who appreciate long-term trouble-free use of the car.

Reliable cars: Rating of models with price up to 2 mln ₺		Trusted brand/model	Build quality and parts	Preparation for Russian conditions	Level of safety	Repairability and simplicity of maintenance	Manufacturer warranty period
		88,9%*	85,5%	74,8%	66,2%	59,0%	39,1%
1	Toyota Corolla	73,5**	70,0	38,5	41,0	40,0	28,0
2	Skoda Octavia	70,4	79,9	42,7	52,1	37,0	11,9
3	Renault Duster	70,7	39,4	82,8	14,5	72,2	10,8
4	Hyundai Solaris	67,2	54,8	76,4	11,5	72,7	16,1
5	LADA Largus	40,2	51,0	67,8	6,8	83,5	44,2
6	Renault Logan / Stepway / Stepway CITY	77,4	44,0	83,0	11,7	79,0	4,0
7	Mitsubishi Outlander/ GT/ Outlander 7-seater	87,6	52,8	80,6	35,8	31,6	9,9
8	Nissan X-Trail	89,8	29,4	75,3	42,2	42,6	17,4
9	Volkswagen Polo	73,2	45,5	76,9	14,1	71,8	13,8
10	Mazda CX-5	84,2	74,0	39,2	52,6	22,7	18,6

* Among participants, 88.9% chose cars for a Trusted Brand/Model.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose Toyota Corolla, 73.5% chose it as Trusted Brand/Model, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Reliable cars from 2 to 4 mln ₺

Reliability is a key quality for any car and an important criterion for those who appreciate long-term trouble-free use of the car.

Reliable cars: Rating of models with price from 2 to 4 mln ₺		Trusted brand/model	Build quality and parts	Preparation for Russian conditions	Level of safety	Repairability and simplicity of maintenance	Manufacturer warranty period
		88,9%*	85,5%	74,8%	66,2%	59,0%	39,1%
1	Honda CR-V	89,6**	70,5	44,8	39,4	42,6	9,4
2	Toyota Camry	90,2	73,4	33,0	48,8	35,5	16,6
3	Toyota Land Cruiser Prado	72,3	74,9	64,1	39,1	22,2	21,5
4	Toyota RAV4	84,8	67,9	51,3	46,8	30,5	14,2
5	Mitsubishi Pajero Sport	55,9	57,4	88,7	40,1	43,0	11,4
6	Subaru Forester	75,9	83,6	69,6	42,9	13,2	8,1
7	Hyundai Santa Fe	80,3	47,8	29,0	48,7	47,0	46,5
8	AUDI A3 / Sportback / S3	53,1	73,4	31,0	58,1	31,9	36,9
9	Ford Transit	64,0	55,7	69,0	19,3	64,8	20,2
10	Nissan Murano	91,8	27,1	92,2	3,7	74,2	5,7

* Among participants 88.9% chose cars for a Trusted Brand/Model.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the Honda CR-V, 89.6% chose it as a Trusted Brand/Model, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Reliable cars over 4 mln ₺

Reliability is a key quality for any car and an important criterion for those who appreciate long-term trouble-free use of the car.

Reliable cars: Rating of models with price over 4 mln ₺		Trusted brand/model	Build quality and parts	Preparation for Russian conditions	Level of safety	Repairability and simplicity of maintenance	Manufacturer warranty period
		88,9%*	85,5%	74,8%	66,2%	59,0%	39,1%
1	AUDI Q7 / Q7 S line Edition	71,1**	87,2	29,9	56,1	16,1	37,2
2	Lexus LX	84,6	61,6	37,0	78,8	6,1	30,5
3	Toyota Land Cruiser 300	72,9	76,8	61,1	63,7	14,2	9,8
4	Mercedes-Benz G-class	80,6	63,5	52,1	69,7	8,4	20,7
5	Toyota Highlander	82,2	77,4	30,2	57,9	18,3	32,7
6	BMW X6/ M	12,8	43,4	65,3	94,8	0,0	82,7
7	Volkswagen Touareg	86,9	79,9	22,7	79,9	22,0	5,9
8	Volvo V90 Cross Country	72,4	74,1	34,0	85,0	5,2	26,0
9	Chevrolet Tahoe	71,3	76,2	72,6	44,5	19,2	14,0
10	AUDI Q5/S Q5	53,6	84,5	68,4	39,5	3,7	50,4

* Among participants 88.9% chose cars for a Trusted Brand/Model.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the AUDI Q7 / Q7 S line Edition, 71.1% chose it as Trusted brand / model, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Family cars

There are many criteria for choosing a family car: safety, practicality, functionality. Everyone has its own set of requirements. Among the proposed parameters, the participants especially highlighted the comfort of the driver and passengers.

Family cars: Overall rating		Driver and Passenger Comfort Level	Practicality and functionality of the cabin	Luggage compartment capacity	Transformable and spacious cabin	Active and passive safety	Economical in exploitation
		87,6%*	86,5%	69,7%	68,3%	65,9%	49,2%
1	Hyundai H-1	53,4**	76,2	43,4	60,6	26,6	32,8
2	SKODA Kodiaq	71,4	66,5	50,4	40,7	45,5	23,5
3	LADA Largus	32,3	71,7	45,9	54,0	38,5	45,4
4	Volkswagen NFZ Multivan/ Caravelle/ California	72,2	72,6	33,2	74,3	30,2	16,0
5	Toyota Alphard	78,9	59,8	30,7	71,6	39,6	15,3
6	Hyundai Santa Fe	77,8	59,4	45,5	55,6	43,4	12,9
7	Kia Carnival	73,4	68,6	42,8	69,2	32,8	10,8
8	Kia Sorento	73,8	73,0	49,7	45,9	35,6	21,6
9	Mitsubishi Outlander/ GT/ Outlander 7-seater	59,7	70,9	54,2	49,6	37,4	20,3
10	AUDI Q7 / Q7 S line Edition	75,9	55,7	54,9	32,9	58,3	12,9

* Among participants 87.6% chose cars for driver and passenger comfort level.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the Hyundai H-1, 53.4% chose it for Driver and Passenger Comfort Level, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Family cars up to 2 mln ₺

There are many criteria for choosing a family car: safety, practicality, functionality. Everyone has its own set of requirements. Among the proposed parameters, the participants especially highlighted the comfort of the driver and passengers.

Family cars: Rating of models with price up to 2 mln ₺		Driver and Passenger Comfort Level	Practicality and functionality of the cabin	Luggage compartment capacity	Transformable and spacious cabin	Active and passive safety	Economical in exploitation
		87,6%*	86,5%	69,7%	68,3%	65,9%	49,2%
1	SKODA Kodiaq	71,4**	66,5	50,4	40,7	45,5	23,5
2	LADA Largus	32,3	71,7	45,9	54,0	38,5	45,4
3	Mitsubishi Outlander/ GT/ Outlander 7-seater	59,7	70,9	54,2	49,6	37,4	20,3
4	LADA Largus Cross	27,2	69,6	59,1	54,4	34,1	48,3
5	Chery Tiggo 7 PRO	81,2	61,6	48,8	33,6	38,2	33,4
6	Skoda Octavia	65,5	67,2	62,4	34,8	30,2	36,0
7	Hyundai Creta	65,5	62,5	39,6	32,2	45,3	40,6
8	Kia Sportage	66,5	75,0	47,6	36,4	39,9	30,5
9	Chery Tiggo 8 PRO	76,4	54,7	49,7	47,9	36,7	33,0
10	Renault Duster	38,5	81,0	44,8	26,4	23,8	69,6

* Among participants 87.6% chose cars for driver and passenger comfort level.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the SKODA Kodiaq, 71.4% chose it for the level of driver and passenger comfort, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Family cars from 2 to 4 mln ₺

There are many criteria for choosing a family car: safety, practicality, functionality. Everyone has its own set of requirements. Among the proposed parameters, the participants especially highlighted the comfort of the driver and passengers.

Family cars: Rating of models with price from 2 to 4 mln ₺		Driver and Passenger Comfort Level	Practicality and functionality of the cabin	Luggage compartment capacity	Transformable and spacious cabin	Active and passive safety	Economical in exploitation
		87,6%*	86,5%	69,7%	68,3%	65,9%	49,2%
1	Hyundai H-1	53,4**	76,2	43,4	60,6	26,6	32,8
2	Volkswagen NFZ Multivan/ Caravelle/ California	72,2	72,6	33,2	74,3	30,2	16,0
3	Hyundai Santa Fe	77,8	59,4	45,5	55,6	43,4	12,9
4	Kia Carnival	73,4	68,6	42,8	69,2	32,8	10,8
5	Kia Sorento	73,8	73,0	49,7	45,9	35,6	21,6
6	Honda CR-V	79,7	78,4	33,5	19,7	42,9	39,5
7	Toyota RAV4	73,9	66,5	43,4	37,7	41,4	31,9
8	Volkswagen Tiguan	78,8	69,2	29,4	17,2	73,1	29,9
9	Opel Zafira Life	67,4	53,0	41,0	64,8	38,2	32,0
10	Citroen Spacetourer	63,8	56,3	37,3	77,0	31,3	32,1

* Among participants 87.6% chose cars for driver and passenger comfort level.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the Hyundai H-1, 53.4% chose it for Driver and Passenger Comfort Level, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Family cars over 4 mln ₺

There are many criteria for choosing a family car: safety, practicality, functionality. Everyone has its own set of requirements. Among the proposed parameters, the participants especially highlighted the comfort of the driver and passengers.

Family cars: Rating of models with price over 4 mln ₺		Driver and Passenger Comfort Level	Practicality and functionality of the cabin	Luggage compartment capacity	Transformable and spacious cabin	Active and passive safety	Economical in exploitation
		87,6%*	86,5%	69,7%	68,3%	65,9%	49,2%
1	Toyota Alphard	78,9**	59,8	30,7	71,6	39,6	15,3
2	AUDI Q7 / Q7 S line Edition	75,9	55,7	54,9	32,9	58,3	12,9
3	Volkswagen Touareg	88,3	69,0	37,0	26,3	67,9	10,5
4	Mercedes-Benz V-class	82,2	72,7	19,8	44,1	61,5	10,7
5	Volvo V90 Cross Country	75,9	52,7	44,8	38,2	72,7	11,9
6	Toyota Highlander	78,2	61,3	53,5	43,0	53,0	5,2
7	Kia Mohave	79,9	55,7	58,6	52,1	35,1	11,3
8	Lexus LX	89,1	43,3	80,2	16,3	69,7	0,8
9	Cadillac Escalade/ESV	73,6	57,5	46,4	59,7	43,7	16,5
10	BMW X5/M	89,5	72,5	45,3	28,9	48,8	15,0

* Among participants 87.6% chose cars for driver and passenger comfort level.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the Toyota Alphard, 78.9% chose it for the level of driver and passenger comfort, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Multi-purpose cars

A multi-purpose car should perform several functions at once - to be an assistant in everything. In this category, Russian drivers are guided by practical considerations. Regardless of the class of car, motorists are especially attentive to the ratio of price and quality.

Multi-purpose cars: Overall rating		Functionality and spaciousness of the cabin	Ride quality, permeability	Practicality and wear resistance of the cabin / carbody	Economical in exploitation	Large selection of car configurations	Inexpensive maintenance and low cost of replacement parts
		93,3%*	84,6%	84,4%	60,3%	55,8%	48,1%
1	LADA Largus	70,7**	34,5	54,8	49,0	37,0	50,2
2	Volkswagen NFZ Multivan/ Caravelle/ California	95,9	43,5	56,9	21,5	55,6	15,7
3	Ford Transit	88,7	54,0	59,3	45,2	24,5	23,6
4	Hyundai H-1	94,2	44,9	65,0	38,2	18,5	31,2
5	LADA Largus Cross	82,7	32,8	46,2	58,4	31,0	45,7
6	Renault Duster	56,9	88,1	46,2	38,3	12,6	44,2
7	Toyota RAV4	85,5	81,9	68,6	41,2	14,5	4,7
8	Skoda Octavia	79,1	41,7	48,5	63,3	40,3	21,0
9	Mitsubishi Pajero Sport	92,2	83,3	62,2	32,7	13,2	13,9
10	Toyota Hilux	68,5	89,2	87,8	16,0	14,8	12,3

* Among participants 93.3% chose cars for functionality and spaciousness of the cabin.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose LADA Largus, 70.7% chose it for functionality and spaciousness of the cabin, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Multi-purpose cars up to 2 mln ₺

A multi-purpose car should perform several functions at once - to be an assistant in everything. In this category, Russian drivers are guided by practical considerations. Regardless of the class of car, motorists are especially attentive to the ratio of price and quality.

Multi-purpose cars: Rating of models with price up to 2 mln ₺		Functionality and spaciousness of the cabin	Ride quality, permeability	Practicality and wear resistance of the cabin / carbody	Economical in exploitation	Large selection of car configurations	Inexpensive maintenance and low cost of replacement parts
		93,3%*	84,6%	84,4%	60,3%	55,8%	48,1%
1	LADA Largus	70,7**	34,5	54,8	49,0	37,0	50,2
2	LADA Largus Cross	82,7	32,8	46,2	58,4	31,0	45,7
3	Renault Duster	56,9	88,1	46,2	38,3	12,6	44,2
4	Skoda Octavia	79,1	41,7	48,5	63,3	40,3	21,0
5	SKODA Kodiaq	85,4	73,6	37,5	32,9	58,7	5,9
6	Mitsubishi Outlander/ GT/ Outlander 7-seater	86,7	76,9	65,2	32,3	13,2	16,4
7	Chery Tiggo 7 PRO	85,8	53,4	41,4	49,3	32,5	32,6
8	Hyundai Creta	72,5	54,0	60,1	32,0	16,9	55,2
9	Nissan Qashqai	83,9	61,2	76,9	22,6	38,1	12,4
10	Kia Ceed / SW / ProCeed	69,9	12,0	36,4	68,8	50,1	57,2

* Among participants 93.3% chose cars for functionality and spaciousness of the cabin.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose LADA Largus, 70.7% chose it for functionality and spaciousness of the cabin, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Multi-purpose cars from 2 to 4 mln ₺

A multi-purpose car should perform several functions at once - to be an assistant in everything. In this category, Russian drivers are guided by practical considerations. Regardless of the class of car, motorists are especially attentive to the ratio of price and quality.

Multi-purpose cars: Rating of models with price from 2 to 4 mln ₺		Functionality and spaciousness of the cabin	Ride quality, permeability	Practicality and wear resistance of the cabin / carbody	Economical in exploitation	Large selection of car configurations	Inexpensive maintenance and low cost of replacement parts
		93,3%*	84,6%	84,4%	60,3%	55,8%	48,1%
1	Volkswagen NFZ Multivan/ Caravelle/ California	95,9**	43,5	56,9	21,5	55,6	15,7
2	Ford Transit	88,7	54,0	59,3	45,2	24,5	23,6
3	Hyundai H-1	94,2	44,9	65,0	38,2	18,5	31,2
4	Toyota RAV4	85,5	81,9	68,6	41,2	14,5	4,7
5	Mitsubishi Pajero Sport	92,2	83,3	62,2	32,7	13,2	13,9
6	Toyota Hilux	68,5	89,2	87,8	16,0	14,8	12,3
7	Mitsubishi L200	81,5	86,9	67,7	24,1	20,2	11,7
8	Toyota Land Cruiser Prado	87,0	92,1	80,6	12,1	20,0	3,2
9	Volkswagen Tiguan	81,9	70,6	54,0	30,5	44,8	4,5
10	Kia Sorento	86,6	66,5	59,9	25,7	33,8	16,9

* Among participants 93.3% chose cars for functionality and spaciousness of the cabin.

** After choosing a car, the survey participants were offered the parameters by which they chose this car in the category. For example, among those who chose the Volkswagen NFZ Multivan/ Caravelle/ California, 95.9% chose it for the functionality and spaciousness of the cabin, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Multi-purpose cars over 4 mln ₺

A multi-purpose car should perform several functions at once - to be an assistant in everything. In this category, Russian drivers are guided by practical considerations. Regardless of the class of car, motorists are especially attentive to the ratio of price and quality.

Multi-purpose cars: Rating of models with price over 4 mln ₺		Functionality and spaciousness of the cabin	Ride quality, permeability	Practicality and wear resistance of the cabin / carbody	Economical in exploitation	Large selection of car configurations	Inexpensive maintenance and low cost of replacement parts
		93,3%*	84,6%	84,4%	60,3%	55,8%	48,1%
1	AUDI Q7 / Q7 S line Edition	86,2**	67,4	53,5	25,0	39,4	18,7
2	Toyota Alphard	93,2	41,8	69,3	22,2	44,0	10,0
3	Chevrolet Tahoe	72,6	65,9	82,0	35,4	36,6	5,0
4	Volvo V90 Cross Country	98,2	84,3	74,3	24,0	14,9	1,5
5	AUDI A6 Allroad quattro	89,1	78,1	50,0	15,9	54,7	5,9
6	Volkswagen Touareg	89,0	85,9	61,3	19,7	34,9	3,7
7	BMW X5/M	91,8	80,5	85,2	5,5	35,2	0,0
8	Toyota Highlander	81,2	86,2	87,9	22,2	13,0	2,9
9	Mercedes-Benz V-class	100,0	62,4	52,8	9,4	64,8	3,1
10	Cadillac Escalade/ESV	96,7	73,2	70,8	8,1	39,9	3,3

* Among participants 93.3% chose cars for functionality and spaciousness of the cabin.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the AUDI Q7 / Q7 S line Edition, 86.2% chose it for the functionality and spaciousness of the cabin, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Modern cars

The study of the Modern Car survey showed that among the most significant signs of modernity, motorists assess not only innovative technologies. Evaluation of the level of comfort and design turned out to be in the first place.

Modern cars: Overall rating		Driver and Passenger Comfort Level	Modern design	Innovative technologies	Multimedia features	Availability of autonomous control systems	Presence of a hybrid and / or electric motor
		92,9%*	92,6%	80,0%	63,3%	30,9%	14,6%
1	AUDI Q7 / Q7 S line Edition	86,0**	73,0	73,8	33,9	22,7	0,0
2	Chery Tiggo 7 PRO	86,3	85,5	61,4	46,7	11,3	0,0
3	Lexus LX	91,6	78,1	48,3	47,5	20,0	0,0
4	BMW 3 series / M3	86,6	92,9	59,0	35,4	15,0	0,0
5	AUDI A7 Sportback / S7 / RS 7	85,9	93,3	50,6	50,2	12,9	0,0
6	Cadillac Escalade/ESV	85,8	78,2	60,6	34,1	27,0	0,0
7	BMW X6/ M	90,4	71,7	59,2	36,4	37,0	0,0
8	BMW 7 series	85,1	64,7	76,2	48,2	13,1	0,0
9	BMW X7	90,7	87,6	61,8	41,4	13,4	0,0
10	AUDI A4 / A4 Avant/ RS4 Avant	83,4	87,6	68,4	31,1	18,8	0,0

* Among participants 92.9% chose cars for driver and passenger comfort level.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the AUDI Q7 / Q7 S line Edition, 86.0% chose it for Driver and Passenger Comfort Level, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Modern cars up to 2 mln ₺

The study of the Modern Car survey showed that among the most significant signs of modernity, motorists assess not only innovative technologies. Evaluation of the level of comfort and design turned out to be in the first place.

Modern cars: Rating of models with price up to 2 mln ₺		Driver and Passenger Comfort Level	Modern design	Innovative technologies	Multimedia features	Availability of autonomous control systems	Presence of a hybrid and / or electric motor
		92,9%*	92,6%	80,0%	63,3%	30,9%	14,6%
1	Chery Tiggo 7 PRO	86,3**	85,5	61,4	46,7	11,3	0,0
2	Chery Tiggo 8 PRO	72,6	89,3	71,3	44,9	12,4	0,0
3	LADA Largus	65,9	58,0	74,0	50,9	41,1	0,0
4	Kia K5	84,8	82,3	53,7	34,7	13,8	0,0
5	Hyundai Elantra	45,3	96,9	26,1	70,0	0,5	0,0
6	Kia Picanto	78,9	85,3	40,0	34,6	11,5	0,0
7	Mazda 6	99,4	85,5	34,8	7,5	15,9	0,0
8	SKODA Kodiaq	90,6	80,2	42,5	51,7	18,1	0,0
9	LADA Largus Van	72,2	83,9	60,2	40,8	30,7	0,0
10	Skoda Octavia	96,4	89,3	46,7	44,5	8,0	0,0

* Among participants 92.9% chose cars for driver and passenger comfort level.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose Chery Tiggo 7 PRO, 86.3% chose it for Driver and Passenger Comfort Level, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Modern cars from 2 to 4 mln ₺

The study of the Modern Car survey showed that among the most significant signs of modernity, motorists assess not only innovative technologies. Evaluation of the level of comfort and design turned out to be in the first place.

Modern cars: Rating of models with price from 2 to 4 mln ₺		Driver and Passenger Comfort Level	Modern design	Innovative technologies	Multimedia features	Availability of autonomous control systems	Presence of a hybrid and / or electric motor
		92,9%*	92,6%	80,0%	63,3%	30,9%	14,6%
1	BMW 3 серии / M3	86,6**	92,9	59,0	35,4	15,0	0,0
2	AUDI A4 / A4 Avant/ RS4 Avant	83,4	87,6	68,4	31,1	18,8	0,0
3	Toyota Camry	89,5	84,3	37,3	50,4	21,1	0,0
4	AUDI A3 / Sportback / S3	74,0	81,2	73,6	45,0	15,4	0,0
5	Audi Q3	70,7	88,3	44,9	54,9	25,7	0,0
6	Toyota RAV4	95,9	95,7	48,2	46,9	7,0	0,0
7	AUDI A4 allroad quattro	71,6	78,3	50,3	38,8	25,8	0,0
8	Kia Sorento	79,6	87,2	63,5	40,7	12,3	0,0
9	Ford Transit	95,5	70,9	36,3	52,1	4,5	0,0
10	Toyota Land Cruiser Prado	98,8	58,8	55,4	33,2	25,7	0,0

* Among participants 92.9% chose cars for driver and passenger comfort level.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the BMW 3 Series / M3, 86.6% chose it for Driver and Passenger Comfort Level, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Present: Modern cars over 4 mln ₺

The study of the Modern Car survey showed that among the most significant signs of modernity, motorists assess not only innovative technologies. Evaluation of the level of comfort and design turned out to be in the first place.

Modern cars: Rating of models with price over 4 mln ₺		Driver and Passenger Comfort Level	Modern design	Innovative technologies	Multimedia features	Availability of autonomous control systems	Presence of a hybrid and / or electric motor
		92,9%*	92,6%	80,0%	63,3%	30,9%	14,6%
1	AUDI Q7 / Q7 S line Edition	86,0**	73,0	73,8	33,9	22,7	0,0
2	Lexus LX	91,6	78,1	48,3	47,5	20,0	0,0
3	AUDI A7 Sportback / S7 / RS 7	85,9	93,3	50,6	50,2	12,9	0,0
4	Cadillac Escalade/ESV	85,8	78,2	60,6	34,1	27,0	0,0
5	BMW X6/ M	90,4	71,7	59,2	36,4	37,0	0,0
6	BMW 7 series	85,1	64,7	76,2	48,2	13,1	0,0
7	BMW X7	90,7	87,6	61,8	41,4	13,4	0,0
8	Volkswagen Touareg	88,6	79,1	71,0	32,9	18,7	0,0
9	Volvo V90 Cross Country	93,3	66,5	69,2	34,8	30,9	0,0
10	Mercedes-Benz S-class	82,7	49,0	89,0	40,4	29,8	6,5

* Among participants 92.9% chose cars for driver and passenger comfort level.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the AUDI Q7 / Q7 S line Edition, 86.0% chose it for Driver and Passenger Comfort Level, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.

Future:

- Electric cars and hybrids

Future: Electric cars and hybrids

Our country is not among the world leaders in matters of the vehicle fleet electrification. At the very beginning only premium-class electric cars were officially sold, now models of the middle price segment are also appearing. Top 10 of our Hybrids and Electric Vehicles study includes four electric cars and six hybrids.

Electric cars and hybrids: Overall rating		Enhanced driving comfort	Exclusive design	Outstanding technical capability	Innovative production technologies	Digital technologies	Sustainability
		81,3%*	73,8%	69,4%	67,9%	65,7%	54,3%
1	BMW ix	41,7**	64,0	42,9	40,0	46,6	36,1
2	Volvo XC90 / Recharge	63,9	36,9	42,1	46,3	42,8	43,6
3	Volvo XC60 / Recharge	66,4	29,9	46,1	52,1	37,7	45,3
4	AUDI E-tron	46,2	39,7	40,6	52,9	48,3	44,2
5	Porsche Taycan / Cross Turismo / Turbo	31,0	48,6	61,8	46,5	37,8	45,9
6	Lexus RX / RX L	68,5	44,1	42,4	48,2	33,8	37,1
7	Jaguar I-PACE	57,3	50,2	34,0	41,4	48,7	36,6
8	Mercedes-Benz C-class	55,9	55,0	48,0	44,9	33,7	36,6
9	AUDI A5 Coupe / RS5 Coupe	55,4	57,2	58,4	40,0	32,8	31,2
10	Lexus UX	55,3	57,4	43,7	44,4	40,5	27,9

* Among participants 81.3% chose the car for Enhanced driving comfort.

** After choosing a car, research participants were offered the parameters by which they chose this car in the category. For example, among those who chose the BMW ix, 41.7% chose it for Enhanced driving comfort, i.e. this is the percentage of votes given for the parameter / evaluation criterion when choosing a particular car.



**We look forward to
successful collaboration!**

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