

# Lebanon

*Capital:* Beirut  
*Population:* 4,196,453 (2008 estimate)  
*GDP\*:* \$41.96 billion (2007 estimate)  
*Currency:* Lebanese pound  
*Language:* Arabic



## Summary

### Lebanese Automotive Sector

#### Overview

	2005	2006	2007 (to Aug 31)
Total Market Size	758	709	559
Total Local Production	0	0	0
Total Exports	21	25	21
Total Imports	779	734	580
Imports from the U.S.	85	93	90

Figures are in millions of dollars and based on Lebanese Customs statistics – Section 17 / Chapter 87

The Lebanese market of approximately 1.7 million vehicles witnessed an increase of 15 percent in the first eight months of 2007 compared to the same period in 2006, with a total import value of \$580 million. This growth is mainly attributed to the weakness of the dollar in relation to Euro. U.S. market share is expected to reach 15 percent in 2007.

#### Market Entry

The Lebanese Car Importers Association co-organizes the Motor Show, a bi-annual trade fair for the automotive industry in Lebanon. The Motor Show presents significant opportunities for U.S. companies to introduce their products and services to the Lebanese market.

#### Current Demand

Demand for Sport Utility Vehicles (SUVs) in Lebanon has been growing. According to private sector sources, around 10 percent of cars imported into Lebanon are SUVs. This percentage is expected to increase due to their heavy duty performance and poor road conditions throughout the country. Lebanese prefer American SUVs over other SUVs because of their competitive price, high quality, and long record of success in the market. Moreover, demand for U.S. automotive products such as brakes, clutches, engine lubricants, and safety accessories is increasing because they have demonstrated a quality advantage over foreign competitors.

#### Trade Events

Lebanon Motor Show 2009  
Bi-annual Trade Fair.  
<http://www.promofair.com.lb>

#### U.S. Commercial Service Contact Information

*Name:* Naaman Tayyar  
*Position:* Senior Commercial Specialist  
*Email:* [Naaman.Tayyar@mail.doc.gov](mailto:Naaman.Tayyar@mail.doc.gov)  
*Phone:* +961-4-544860