

GCC Automotive Monthly

ISSUE
1
OCTOBER 2026

SALES, PRICES, BRANDS AND NEWS · SIX GCC COUNTRIES

DATA AS OF 13 OCTOBER 2026

The month in brief

PILOT EDITION · NEXT ISSUE NOVEMBER 2026

NEW CARS

Every GCC market shrank in the first half. Saudi new-car sales fell 38.5% in August and 26.9% from January to August; the UAE's fall eased to 15.1% in August.

CHINESE BRANDS

They kept gaining in a falling market. Chinese brands hold 31% of new-car stock listed online in Saudi Arabia and 15% in the UAE; industry estimates put them at 31% of UAE new-car sales.

PRICES

Fuel up, entry prices low. UAE Super 98 rose 16% in October to AED 4.40 a liter. The Haval Jolion starts at AED 59,900, AED 27,000 below a Corolla Cross.

Dashboard: the indicators we track every month

CHANGE ON THE MONTH AND ON THE YEAR

INDICATOR	LATEST	PERIOD	ON MONTH	ON YEAR	PAGE
01 Saudi Arabia, new-car sales	44,423	August 2026, units	▲ 8.0%	▼ 38.5%	2
01 UAE, new-car sales	23,066	August 2026, units	n/a	▼ 15.1%	2
02 UAE Super 98	AED 4.40	October 2026, per liter	▲ 15.8%	n/a	3
03 Cars listed for sale, GCC	438,895	13 October 2026	Baseline	n/a	4
03 Median used asking price, UAE	AED 75,000	13 October 2026	Baseline	n/a	4
04 Haval Jolion, from	AED 59,900	Compact SUV, UAE, October 2026	Baseline	n/a	5
05 Chinese share of new-car stock, Saudi Arabia	31%	Listed online, 13 October 2026	Baseline	n/a	6
05 UAE searches, Chinese brands vs Toyota	1.28×	July to September 2026	▼ 2.1% ^q	▲ 23.5%	6
06 Vehicles checked through AutoData	599,646	Distinct VINs, 5 to 11 October 2026	Baseline	n/a	7
06 Model year 2026 vehicles built in China	44%	Share of those checked, 5 to 11 October 2026	Baseline	n/a	7

Baseline: Issue 1 is the first reading of this series; the change on the month starts with Issue 2. n/a: not published by the source. q: quarterly series, change on the previous quarter. Saudi sales on the month compare August with July, not seasonally adjusted.

In every issue

SAME DEPARTMENTS, SAME ORDER, EVERY MONTH

01 New-car sales	2	02 Fuel, policy and EVs	3	03 Used-car market	4	04 Price board	5
05 Chinese Brand Tracker	6	06 Demand and sentiment	7	07 Launches and deals	8	08 Calendar	9

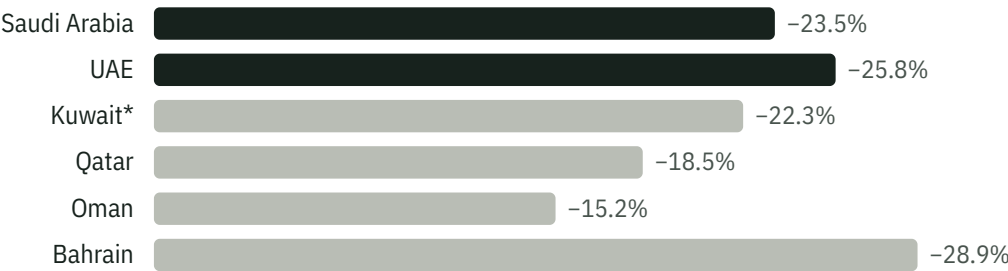
THIS MONTH

Saudi Arabia's fall deepened over the summer; the UAE's eased

SAUDI ARABIA, NEW-CAR SALES	UAE, NEW-CAR SALES	SAUDI ARABIA, YEAR TO DATE	UAE, YEAR TO DATE
44,423	23,066	399,028	160,210
August 2026, units	August 2026, units	January to August 2026, units	January to August 2026, units
On month ▲ 8.0%	On month n/a	On month n/a	On month n/a
On year ▼ 38.5%	On year ▼ 15.1%	On year ▼ 26.9%	On year ▼ 23.2%

First half of 2026: every GCC market shrank

Change in new-car sales against the first half of 2025, by country



Source: Best Selling Cars Blog; Bahrain from Focus2move; *Kuwait from an industry blog, single source. Compiled by Skelmore.

Monthly and year-to-date releases

Latest figures published since the last issue; the dot shows source confidence (filled: medium or high; open: single source)

COUNTRY	PERIOD	UNITS	ON YEAR	SOURCE
Saudi Arabia	January to August 2026	399,028	▼ 26.9%	Best Selling Cars Blog ●
Saudi Arabia	August 2026	44,423	▼ 38.5%	Best Selling Cars Blog ●
Saudi Arabia	July 2026	41,147	▼ 34.5%	Best Selling Cars Blog ●
UAE	January to August 2026	160,210	▼ 23.2%	Best Selling Cars Blog ●
UAE	August 2026	23,066	▼ 15.1%	Best Selling Cars Blog ●
Qatar	January to July 2026	42,243	▼ 16.5%	Focus2move ●

Compiled by Skelmore from the sources named; figures are as published and not audited.

SKELMORE VIEW

A shrinking market is where challengers win share: buyers trade down, and distributors with stock and long warranties take the sale. The test comes when this year's buyers sell. Our listings so far show no faster value loss for Chinese models.

THIS MONTH

UAE pump prices rose 16% in October, the third monthly rise

UAE SUPER 98	UAE SPECIAL 95	UAE E-PLUS 91	UAE DIESEL
AED 4.40	AED 4.28	AED 4.21	AED 4.80
October 2026, per liter	October 2026, per liter	October 2026, per liter	October 2026, per liter
On month ▲ 15.8%	On month ▲ 16.0%	On month ▲ 16.6%	On month ▲ 11.6%
On year <i>n/a</i>	On year <i>n/a</i>	On year <i>n/a</i>	On year <i>n/a</i>

Source: UAE Fuel Price Committee announcements as reported by Emirates News Agency (WAM) and The National. Prices are set on the last day of each month for the month ahead.

Policy and regulation

POLICY SAUDI ARABIA 10 SEPTEMBER 2026

Saudi regulator sets six standards for motor insurance pricing

The Insurance Authority introduced six pricing standards to stop below-cost premiums. Lease rules require finance firms to get at least three comprehensive quotes a year and offer lessees the cheapest.

Why it matters: Expect fewer cheap motor policies, which may raise ownership cost but improve leasing transparency.

Asharq Al-Awsat ●

Electric adoption

ELECTRIC UAE 24 SEPTEMBER 2026

EVs reached about 9% of UAE new car sales in 2025

Arthur D. Little ranks the UAE first in the GCC and 22nd globally on EV readiness. EVs were about 9% of 2025 new sales; the country has about 2,800 charging points, 1,250 of them DC.

Why it matters: The UAE is the GCC's lead EV market; this sets the baseline for EV share and residual value tracking.

Khaleej Times ●

ELECTRIC OMAN 5 SEPTEMBER 2026

Oman launches national EV charging app and charger deals

Oman's transport ministry launched Shahin, a unified EV charging app, and new charging rules. Private deals include a planned 400-charger high-speed network and a local charger factory.

Why it matters: Charging regulation and private investment lower a key barrier to EV sales in a Toyota-dominated market.

Muscat Daily ●

POLICY GLOBAL 1 SEPTEMBER 2026

Beijing tells carmakers to curb overseas price cutting

China's commerce ministry and two regulators issued a 20-article guideline on 1 September 2026 asking automakers to price exports on cost, avoid frequent or steep price changes and respect dealer pricing autonomy.

Why it matters: Could limit the deep discounting Chinese brands have used to win GCC share, supporting price stability and residual values.

Reuters; China Ministry of Commerce ●

ELECTRIC QATAR 4 OCTOBER 2026

Kahramaa expands Qatar charging network and smart EV app

Qatar's utility Kahramaa is adding EV charging stations and promoting its Smart EV app, which shows live charger availability, backed by a round-the-clock monitoring control room. No station counts given.

Why it matters: Qatar is investing in charging reliability, though EV adoption remains small relative to the market.

The Peninsula Qatar ●

ELECTRIC BAHRAIN 12 SEPTEMBER 2026

Bahrain has about one EV per 1,000 vehicles

Market estimates put Bahrain's EV fleet at about 800 out of 794,677 licensed vehicles at end 2025. The country had 12 charging stations by June; lawmakers call for incentives.

Why it matters: Bahrain's EV market is still nascent; adoption will need incentives, not just charging rules.

News of Bahrain ●

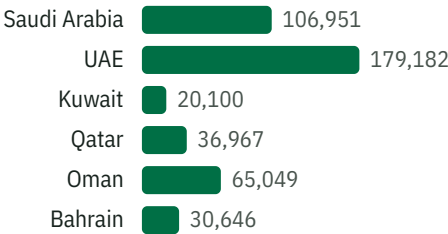
THIS MONTH

438,895 cars were listed for sale on 13 October 2026; 179,182 of them in the UAE

CARS LISTED FOR SALE, GCC	CARS LISTED FOR SALE, SAUDI ARABIA	CARS LISTED FOR SALE, UAE	MEDIAN USED ASKING PRICE, UAE
438,895	106,951	179,182	AED 75,000
13 October 2026	13 October 2026	13 October 2026	13 October 2026
On monthBaseline	On monthBaseline	On monthBaseline	On monthBaseline
On yearn/a	On yearn/a	On yearn/a	On yearn/a

Cars listed for sale, by country

Catalogue-mapped listings on dealer, marketplace and brand websites



FROM
ISSUE 2

GCC Used-Car Price Index. A mix-adjusted monthly index of asking prices, UAE and Saudi Arabia, from June 2024. This issue sets the baseline; next month every row of the census shows its change on the month.

The listings census

Live listings and used-car medians by country

COUNTRY	LIVE LISTINGS	USED SHARE	MEDIAN USED ASKING PRICE	US\$	MEDIAN AGE, YEARS	MEDIAN KM	MEDIAN DAYS LISTED
Saudi Arabia	106,951	26%	SAR 87,000	\$23,200	3	52,000	34
UAE	179,182	79%	AED 75,000	\$20,400	7	92,000	34
Kuwait	20,100	50%	KWD 5,900	\$19,200	9	143,000	20
Qatar	36,967	32%	QAR 52,000	\$14,300	5	64,000	36
Oman	65,049	89%	under review	n/a	9	150,000	20
Bahrain	30,646	91%	BHD 5,500	\$14,600	8	96,000	166

Source: AutoData listing data, systematic sample of 28,353 of 438,895 live listings, 13 October 2026. Analysis: Skelmore. Used means 1,000 km or more. Days listed counts how long the live listings have been up so far, not time to delisting. Oman prices are withheld while we resolve sources that list on different currency scales.

In the used market

USED MARKET UAE 29 SEPTEMBER 2026

dubizzle: Toyota keeps 65% of value after three years

Why it matters: A competing published residual value benchmark that buyers, lenders and insurers will cite.

DriveArabia ●

USED MARKET SAUDI ARABIA 4 SEPTEMBER 2026

Saudi marketplace Syarah raises \$12 million from Impact46

Why it matters: Investors are still backing online car retail in Saudi Arabia despite the falling new-car market.

Wamda ●

On the dubizzle study: it measures Toyota's value after three years against the price new. Our retention measure compares a three-year-old car with a one-year-old one of the same model (Japanese brands 67%, Chinese 74%, GCC excluding Oman), so the figures should not be compared directly.

THIS MONTH

The Haval Jolion starts AED 27,000 below a Toyota Corolla Cross

HAVAL JOLION, FROM

AED 59,900

Compact SUV, UAE, October 2026

On month
On yearBaseline
n/a

TOYOTA COROLLA CROSS, FROM

AED 86,900

Compact SUV, UAE, October 2026

On month
On yearBaseline
n/a

CHERY TIGGO 7, FROM

AED 75,500

Midsize SUV, UAE, October 2026

On month
On yearBaseline
n/a

TOYOTA RAV4, FROM

AED 105,900

Midsize SUV, UAE, October 2026

On month
On yearBaseline
n/a

Compact SUVs

Lowest advertised starting price, UAE, AED

MODEL	FROM	VS COROLLA CROSS	ON MONTH
 Haval Jolion	59,900	-31%	Baseline
 MG ZS	65,000	-25%	Baseline
 Chery Tiggo 4	69,900	-20%	Baseline
 Toyota Corolla Cross	86,900	reference	Baseline
 Nissan Kicks	86,900	0%	Baseline
 Kia Seltos	89,145	+3%	Baseline

Source: official UAE distributor websites, captured 5 to 13 October 2026. Selection and size classes by Skelmore; the square shows brand origin. The board follows the same models every month.

Used benchmarks, UAE

Most-listed models aged one to three years, AED

MODEL	MEDIAN	MIDDLE HALF	N
 Jetour T2	118,000	105k to 135k	53
 Chevrolet Captiva	43,000	39k to 54k	43
 Ford Territory	75,900	67k to 83k	34
 Infiniti QX55	127,700	120k to 138k	34
 Renault Duster	50,900	50.9k to 50.9k	34
 Nissan Patrol	226,800	189k to 325k	31
 Renault Koleos	73,700	70.5k to 73.8k	31
 Nissan Pathfinder	140,000	125k to 158k	30

Source: AutoData listing data, systematic sample of 28,353 of 438,895 live listings, 13 October 2026. Analysis: Skelmore. Models with at least 30 listings in the sample. Saudi used listings in the sample are few, so only three models qualify this month.

Midsize SUVs

Lowest advertised starting price, UAE, AED

MODEL	FROM	VS RAV4	ON MONTH
 Chery Tiggo 7	75,500	-29%	Baseline
 Chery Tiggo 8	94,900	-10%	Baseline
 MG HS	96,000	-9%	Baseline
 Nissan X-Trail	103,900	-2%	Baseline
 Kia Sportage L	104,895	-1%	Baseline
 Toyota RAV4	105,900	reference	Baseline

Used benchmarks, Saudi Arabia

Most-listed models aged one to three years, SAR

MODEL	MEDIAN	MIDDLE HALF	N
 Geely Emgrand	51,600	50k to 56k	61
 Ford Territory	103,500	91k to 116k	45
 Geely Coolray	65,000	62k to 68k	39

SKELMORE VIEW

Read the badges with care. In the UAE the Chevrolet Captiva and Ford Territory sit in the American column, but both are built in China, alongside the Jetour T2: three of the eight most-listed young used models. In Saudi Arabia all three qualifying models are built in China.

THIS MONTH

Chinese brands hold 31% of new-car stock listed in Saudi Arabia and 15% in the UAE

CHINESE SHARE OF NEW-CAR STOCK, SAUDI ARABIA

31%

Listed online, 13 October 2026

On month *Baseline*
On year *n/a*

CHINESE SHARE OF NEW-CAR STOCK, UAE

15%

Listed online, 13 October 2026

On month *Baseline*
On year *n/a*

CHINESE SHARE OF USED LISTINGS, SAUDI ARABIA

20%

13 October 2026

On month *Baseline*
On year *n/a*

UAE SEARCHES, CHINESE BRANDS VS TOYOTA

1.28×

July to September 2026

On quarter ▼ 2.1%
On year ▲ 23.5%

Chinese brands by country

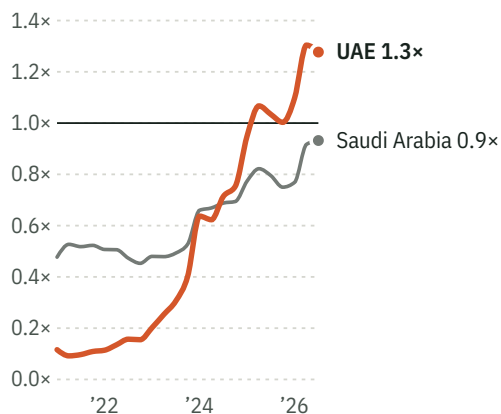
Share of listings in AutoData's sample, and industry estimates of new-car sales

COUNTRY	USED LISTINGS	NEW-CAR STOCK LISTED	NEW-CAR SALES, 2025	NEW-CAR SALES, H1 2026
Saudi Arabia	20%	31%	11% ○	14% ○
UAE	6%	15%	22% ○	31% ○
Kuwait	8%	5%	n/a	n/a
Qatar	11%	20%	n/a	n/a
Oman	3%	too few	n/a	n/a
Bahrain	4%	too few	n/a	n/a

Listing shares: AutoData listing data, systematic sample of 28,353 of 438,895 live listings, 13 October 2026. Analysis: Skelmore. Shares resting on fewer than 30 listings are withheld. Sales shares: industry estimates published by icartea.com, method not stated (open dot: single source).

UAE searches run at 1.28 times Toyota

Search interest in ten Chinese brands combined, relative to Toyota, quarterly



Source: Google Trends to September 2026, rescaled to a common Toyota anchor; MG and Tank excluded as ambiguous terms. Analysis: Skelmore.

Search movers, September 2026

Change in Google search interest by brand

BRAND	UAE, MONTH	UAE, YEAR	SAUDI, YEAR
Toyota	▼ 10.1%	0.0%	▼ 2.6%
BYD	▲ 2.9%	▲ 29.6%	▲ 33.3%
Jetour	0.0%	▲ 13.8%	0.0%
Geely	▲ 14.3%	▲ 33.3%	▲ 14.3%
GAC	▲ 14.3%	▲ 33.2%	▲ 28.6%
Zeekr	▲ 50.1%	▲ 50.1%	0.0%
Haval	0.0%	▼ 16.7%	▼ 14.3%
Chery	0.0%	▲ 33.4%	0.0%
Exeed	0.0%	▲ 33.4%	n/a

Source: Google Trends, monthly. Small brands move in coarse steps; read changes under 20% as noise.

THIS MONTH

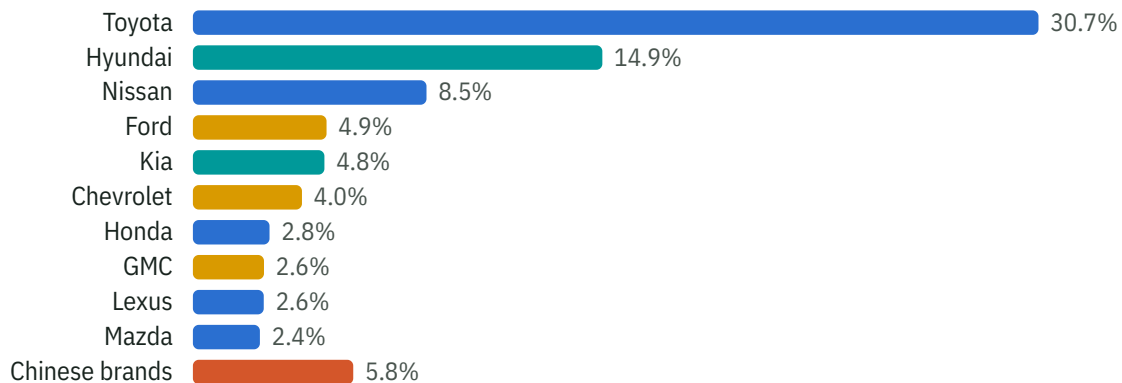
Toyota is 31% of vehicles checked through AutoData's VIN service; Chinese brands are 6%

Lenders, insurers and dealers check a car's VIN before they finance, insure or buy it. The checked fleet is older than the cars on sale, so Chinese brands are a smaller share here than in new-car stock.

VEHICLES CHECKED THROUGH AUTODATA	TOYOTA SHARE OF VEHICLES CHECKED	CHINESE-BRAND SHARE OF VEHICLES CHECKED	MODEL YEAR 2026 VEHICLES BUILT IN CHINA
599,646	31%	6%	44%
Distinct VINs, 5 to 11 October 2026	5 to 11 October 2026	5 to 11 October 2026	Share of those checked, 5 to 11 October 2026
On month On year	On month On year	On month On year	On month On year
Baseline n/a	Baseline n/a	Baseline n/a	Baseline n/a

Most-checked brands

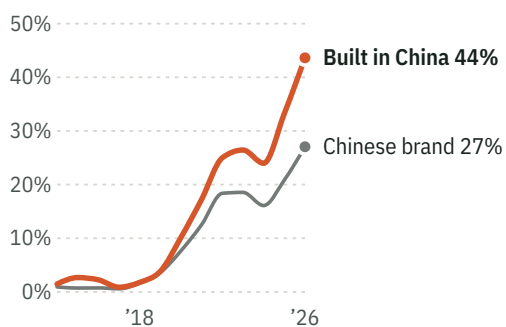
Share of all vehicles checked, 5 to 11 October 2026



Source: AutoData VIN decoding service, 599,646 distinct vehicles, pooled across all client accounts; 1.4% could not be matched to a brand. Analysis: Skelmore.

44% of model year 2026 cars checked were built in China

Built in China and Chinese brand, share by model year



Source: as above. Build country from the VIN's first character, model year from its tenth.

What buyers raise about Chinese cars

Share of 784 public posts and comments that raise each topic

TOPIC	SHARE OF ITEMS	TO NE
Price and value	40%	mostly positive
Service and warranty	25%	mixed
Build quality and tech	17%	mostly positive
Reliability	14%	mostly negative
Insurance and finance	13%	mostly negative
Resale value	7%	mostly negative

Source: public Reddit and YouTube discussion, 2023 to October 2026, 784 items mentioning Chinese car brands, mostly from the UAE. Themes tagged by Skelmore.

THIS MONTH

Li Auto and Freelander pick the UAE; ROX builds its first SUVs in Abu Dhabi

DEALS AND PLANTS SAUDI ARABIA 13 OCTOBER 2026

Lucid Saudi plant: first full-build model slips to late 2027

Lucid's first fully built vehicle at its King Abdullah Economic City plant, the Cosmos midsize crossover, is now due in the second half of 2027, about a year later than the original late 2026 target.

Why it matters: KSA localization timelines are slipping; Saudi-made EV supply will stay limited through 2027.

EV (electric-vehicles.com) ●

LAUNCH UAE 30 SEPTEMBER 2026

Chery-JLR brand Freelander makes UAE its first export market

Freelander, co-developed by Chery and Jaguar Land Rover, held its global launch in Abu Dhabi on 29 September 2026 with the Freelander 8 SUV. Al Tayer Motors and Premier Motors distribute it.

Why it matters: Two major UAE dealer groups are backing a Chinese-built brand carrying a British heritage name.

SayaraBay ●

LAUNCH UAE 11 SEPTEMBER 2026

Li Auto enters UAE with L9 through Al Fahim Motors

Li Auto launched in the UAE with the six-seat L9 extended-range SUV via Al Fahim Motors. Prices start at AED 319,900 (Ultra) and AED 359,900 (Livis); combined WLTC range up to 1,370 km.

Why it matters: Another premium Chinese new-energy brand targets the large-SUV segment that legacy luxury brands dominate.

DubiCars ●

CHINESE BRANDS UAE 28 AUGUST 2026

Car imports shift to Khorfakkan and Duqm, avoiding Hormuz

With Hormuz disrupted, carriers moved to ports outside the strait. Through August 2026 Duqm handled 34,024 ro-ro units and Khorfakkan about 24,700 vehicles, including 6,068 BYD NEVs on a direct Shenzhen route.

Why it matters: Port rerouting adds trucking cost and delay; landed cost and stock availability now depend on port access.

ArabWheels ○

DEALS AND PLANTS SAUDI ARABIA 9 OCTOBER 2026

Ceer opens first Riyadh store, takes EXOBOT reservations

Ceer opened a mobile store at Bujairi Terrace, Diriyah, on 8 October 2026 and began taking reservations for the EXOBOT First Edition sedan and SUV. More locations are planned by end 2026.

Why it matters: The first Saudi-brand EV moves from showcase to retail, a new local competitor for imported premium EVs.

Ceer press release via Riyadh 2030 news site ●

CHINESE BRANDS KUWAIT 19 SEPTEMBER 2026

Alghanim opens 25,500 square meter MG flagship in Kuwait

Adel Alghanim Automotive, MG's exclusive Kuwait distributor, opened a five-floor 4S site in Shuwaikh covering sales, service, parts and delivery. It calls the site one of the largest MG facilities worldwide.

Why it matters: A major Kuwaiti family group is making a large fixed investment in a Chinese brand while the overall market is falling.

Kuwait Times ●

DEALS AND PLANTS UAE 10 SEPTEMBER 2026

ROX builds first Made in the Emirates SUVs in Abu Dhabi

Chinese brand ROX produced its first three ADAMAS SUVs at a 10,000 square meter KEZAD plant built with ADIO. It targets about 20,000 units of capacity in 2027 and 300,000 by 2030.

Why it matters: First UAE vehicle assembly; local production could reshape import economics and regional export flows if targets hold.

The Emirates Times ●

Summaries are Skelmore's own. Dot: filled for high or medium confidence, open for a single or low-quality source. Links to every source are kept on file.

 THIS MONTH

What to watch in November

31	UAE fuel prices for November announced
OCTOBER 2026	Prices are announced on the last day of each month; a fourth straight rise or a first cut will shape November running-cost sentiment.
4	Jeddah International Motor Show, 4 to 7 November 2026
NOVEMBER 2026	Main Saudi consumer show this fall; likely venue for Chinese and new-energy launches in a falling market.
9	EV Auto Show Riyadh, fourth edition, 9 to 11 November 2026
NOVEMBER 2026	Saudi EV and charging announcements, including possible Ceer and Lucid updates.
10	EV World 2026, Dubai World Trade Centre, 10 to 12 November 2026 (inaugural, organized by RTA)
NOVEMBER 2026	Government-backed EV event; watch for Dubai EV incentives, charging or fleet policy announcements.
10	Automechanika Dubai, 10 to 12 November 2026, first edition at Dubai Exhibition Centre, Expo City
NOVEMBER 2026	Largest regional aftermarket trade show; parts supply and pricing under Hormuz disruption.
November	GASTAT 2025 Road Transport Statistics expected (approximate)
DATE TO BE CONFIRMED	First official 2025 Saudi registered fleet total; the 2024 report came out on 6 November 2025.
Q4	Hyundai-PIF Saudi plant first vehicle and Ceer commercial production targeted
2026	Both KSA localization milestones are due this quarter; any slip follows Lucid's delay.
30	Saudi Intermobility Expo, Riyadh Front, 30 November to 2 December 2026
NOVEMBER 2026	Covers vehicles, charging and fleet technology tied to Saudi localization.

Skelmore view: three questions for November

ANSWERED IN ISSUE 2

Does the new-car slump reach used prices?	Do Chinese prices hold?	Does stock keep flowing?
Falling new sales push more buyers to used cars, while distributors discount new stock. Issue 2 starts our GCC used-car price index, so this will show.	Beijing's guideline against steep export price cuts could slow the discounting behind recent share gains. The price board tracks the same models every month.	With imports rerouted through Khorfakkan and Duqm, watch stock levels in the listings census and how long cars stay listed.

	DEPARTMENT	MAIN SOURCES	UPDATED
01	New-car sales	Reported sales from Best Selling Cars Blog, Focus2move and industry sources	Monthly, as published
02	Fuel, policy and EVs	UAE Fuel Price Committee; regulators and official announcements	Monthly
03	Used-car market	AutoData listings, all six GCC countries	Daily; snapshot on the data date
04	Price board	Official UAE distributor websites; AutoData listings for used benchmarks	Monthly capture
05	Chinese Brand Tracker	AutoData listings; industry sales estimates; Google Trends	Monthly; search quarterly
06	Demand and sentiment	AutoData VIN decoding service, pooled; public Reddit and YouTube discussion	Weekly window; rolling
07	Launches and deals	Company announcements and regional press, summarized by Skelmore	Monthly
08	Calendar	Organizers' and authorities' published dates	Monthly

Listings. A systematic sample of 28,353 of the 438,895 live, catalogue-mapped listings that AutoData held on 13 October 2026, spread evenly across dealer, marketplace and brand websites in the six GCC countries. All prices are asking prices, not transactions. Cars with under 1,000 km count as new-car stock.

VIN checks. One week of AutoData's VIN decoding service, 5 to 11 October 2026, pooled across all client accounts; no account is reported on its own. Build country is read from the VIN's first character, model year from its tenth.

New-car prices. Official UAE distributor websites, captured 5 to 13 October 2026. The price board follows the same models every month; selection and size classes are Skelmore's.

Sales, fuel and news. Published sources named on each item, summarized by Skelmore. Figures are as published and not audited. **Search:** Google Trends. **Buyer talk:** public Reddit and YouTube discussion, 2023 to October 2026, 784 items mentioning Chinese car brands, mostly from the UAE. Themes tagged by Skelmore.

Continuity. Departments, indicators and country order stay fixed from issue to issue. Changes on the month start with Issue 2; any revision to a published figure will be listed here.

Thresholds. No figure is shown for a group of fewer than 30 listings, including shares. Figures are at country level only.

Data notes this issue. Oman asking prices are withheld: some sources list on a different currency scale, and we are fixing the mapping before publishing an Oman median. Bahrain's median days listed (166) likely reflects sources that keep old listings live; we are checking it, so do not read it as a slow market yet. Kuwait sales figures come from a single industry source.

Skelmore

CONSULTING GROUP

Skelmore Consulting Group, founded in 1996 in Dubai, advises on strategy, turnarounds and brand building across the Middle East, with deep roots in automotive. The Monthly draws on AutoData, a WAG company within the Skelmore group, which maps hundreds of thousands of car listings a day across the six GCC countries. Its companion, the GCC Automotive Report, goes deep on one question each edition; October's is The Chinese Wave.

Monthly

This briefing, every month

Tracker

Price index, depreciation curves, brand trackers

Advisory

Residual values, pricing, market entry

NEXT ISSUE NOVEMBER 2026 · PILOT EDITION · TIERS ILLUSTRATIVE