

Beat: Automobiles

## CHINESE BIG ONLINE TRADING PLATFORM ALIEXPRESS PLANS TO SELL CARS IN RUSSIA

### PLAN TO ESTABLISH DIRECT SALE OF CARS

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**USPA NEWS** - China's biggest online trading platform AliExpress plans to sell cars in Russia, according to Mark Zavadsky, AliExpress Business Development Director in Russia and the CIS. AliExpress will sell coupons worth about \$16 (1,000 rubles) that give discounts...

China's biggest online trading platform AliExpress plans to sell cars in Russia, according to Mark Zavadsky, AliExpress Business Development Director in Russia and the CIS. AliExpress will sell coupons worth about \$16 (1,000 rubles) that give discounts for Lifan Motors automobiles that can total \$160 (10,000 rubles)...In the summer, Chinese motorcycle and automobile manufacturer Lifan started construction of a car plant in central Russia. The factory is expected to start production in 2017 with an annual capacity of 60,000 cars. (RT)

Online retail giant AliExpress will allow Russian vendors to sell their goods through its website from Nov. 11, as part of the Chinese company's rapid expansion in the country, news agency RBC reported in October.

Last year, 55 percent of all Russian purchases on foreign online stores were made on AliExpress, RBC reported, citing research company Data Insight. In September, the company's website notched up 24 million visitors, according to data from market researcher TNS Russia cited by the news agency.

Alibaba's AliExpress site posted a 40 percent increase in Russian visitors to 22 million in July compared with a year earlier, according to researcher TNS. JD.com, which gets more than half its sales from electronics and home appliances, started its first international site in June in Russia, exclusively offering devices such as Xiaomi Corp. smartphones for about \$214. That's less than half of what an iPhone or Samsung Electronics Co. model with similar technical specifications costs locally. (Bloomberg)

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