

Carmakers - World

Market Analysis – 2015-2020 Trends – Corporate Strategies

Publication date: December 2015

Exclusive extracts from this 221-page-long report:

- **What is the business?**

Automotive manufacturers' core businesses include the design, assembling and marketing of vehicles. The global financial crisis has forced the industry to reinvent itself. Not only did it shake up the industry through numerous bailouts and acquisitions, but it also forced many carmakers to reinvent themselves, rethink their organisation and take a careful look at their cost structure as well as their strategy. They have also been pushed to raise standards of quality and productivity while keeping down prices. [...]

- **Who are the key players?**

The world's top ten carmakers account for 73.4% of production, making the industry fairly concentrated. The automobile market is no longer the playground of long-established Western manufacturers. The 1980s saw the arrival on the world scene of Japanese carmakers such as Honda and Toyota, which have been growing their global market shares ever since. In recent years, South Korean groups, namely Hyundai, have also been encroaching on markets previously reserved for American and European firms. [...] Companies analysed in the report include: **Volkswagen, Toyota, General Motors, Hyundai, Nissan, Renault, Ford, BMW, Honda, PSA, FCA, Tata, SAIC, Geely and Tesla.**

- **How intense is competition?**

Having reinvented itself after the global financial crisis and put into place deep structural changes that should have set the stage for more sustained growth, the current challenge facing the world automobile market is the volatility of demand combined with disruptive forces such as stricter regulations, changing technology and more sophisticated customer expectations. [...]

- **What are the main markets?**

Developing markets have proved to be very fertile ground for growth in the past few years and thus creating scale in such markets has become a major focus for many major carmakers. These markets (particularly China, the world's largest vehicle market) are however now showing signs of slowing meaning carmakers may need to redirect a considerable part of their attention onto mature markets once again, where growth is less about scale and more about on quality and innovation. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

Kathryn McFarland
Analyst, Xerfi Global

ORDER FORM

Ref: 5XMTR03 / INTL / INT

Return by mail or fax to:
Xerfi, 13-15, rue de Calais 75009 Paris
Fax: + 33 1.42.81.42.14
Tel: + 33 1.53.21.81.51

Carmakers - World

Market Analysis – 2015-2020 Trends – Corporate Strategies

Please choose how you wish to receive the report (tick the relevant box):

- | | | |
|------------------------------------------------------------------------|---------------------|--------------------------|
| <input type="checkbox"/> Hard copy (mail delivery): | 1 600 Ex VAT | 1 688,00 Inc VAT (5.5 %) |
| <input type="checkbox"/> Electronic version (pdf file): | 1 600 Ex VAT | 1 920,00 Inc VAT (20.0%) |
| <input type="checkbox"/> Both versions (hard copy and electronic file) | 2 000 Ex VAT | 2 400,00 Inc VAT (20,0%) |

The applicable VAT rate is that of the date of the invoice

*** Please fill out in capital letters:**

Company: _____	Position: _____
Name & First name: _____	
Address: _____	
Post code: _____	City: _____
Phone: _____	Fax: _____
(*) E-Mail : _____	

(*) required field

Price valid until 31st, May 2016. Invoice upon receipt of the order.
In case of litigation, express competence is granted to the Paris commercial court.

Date, Signature and Stamp:

Method of payment:

- Enclosed cheque
 Upon receipt of the report and the invoice

--