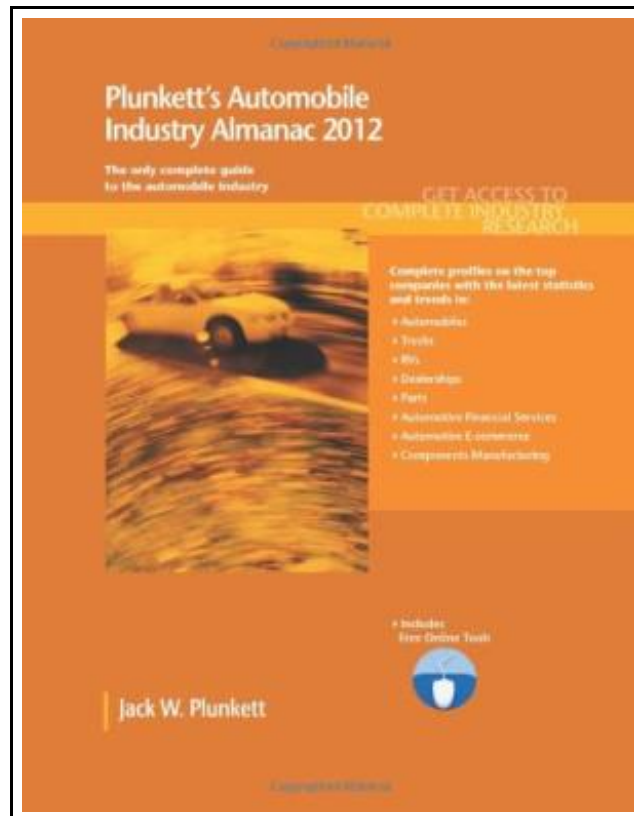


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Plunkett Research, Ltd. Paperback. Book Condition: New. Paperback. 560 pages. Dimensions: 10.8in. x 8.3in. x 1.2in. **PLUNKETTS AUTOMOBILE INDUSTRY ALMANAC 2012** Key Features: -Industry trends analysis, market data and competitive intelligence-Market forecasts and Industry Statistics-Industry Associations and Professional Societies List-In-Depth Profiles of hundreds of leading companies-Industry Glossary-Buyer may register for access to search and export data at Plunkett Research Online Pages: 561 Statistical Tables Provided: 21 Companies Profiled: 383 Geographic Focus: Global A complete market research report, including forecasts and market estimates, technologies analysis and developments at innovative firms. You will gain vital insights that can help you shape your own strategy for business development, product development and investments. -How is the industry evolving-How is the industry being shaped by new technologies-How is demand growing in emerging markets and mature economies-What is the size of the market now and in the future-What are the financial results of the leading companies-What are the names and titles of top executives Contents, Statistics, Forecasts and Analysis Include: Major Trends Affecting the Automobile Industry 1) Big Three U. S. Manufacturers Rebound 2) Global Competition Heats Up Among U. S. , German, Japanese and Korean Car Makers 3) Fuel Efficiency Becomes a Key Selling Element 4) Hybrid Cars Command Low Market Share 5) Electric Cars and Plug-in Hybrids (PHEVs) Enter Market in Low Numbers 6) Major Research in Advanced Lithium Batteries 7) Clean Diesel Technology Gains Acceptance 8) Natural Gas Powered Vehicles off to a Slow Start 9) Ethanol Production Soars, But U. S. Federal Subsidy in Question 10) Fuel Cell and Hydrogen Power Research Continues 11) Outsourcing of Automobile Component Manufacturing Design 12) Optimum Lean Production Saves Manufacturing Costs 13) China Becomes the World's Largest Auto Market 14) Focus on Safety Improvements by Automakers 15) Super-Expensive Cars are Pushed by Manufacturers 16) Rethinking SUVs Small Sedans and Crossovers Gain Market...

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