



Global Insight Help

Report printed on 30 October 2006

CONTENTS

World Markets Automotive

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Contents

- [Overview](#)
- [Same Day Analysis](#)
- [Country Reports](#)
- [Company, Supplier, and Manufacturer Profiles](#)
- [Special Reports and In Focus](#)
- [Contacts](#)

Overview

The World Market Automotive Service consists of a package of services comprising Same-day Analysis, Special Reports, Country Reports, and Company Profiles. As with all Global Insight services, these can be unbundled and subscribed separately or combined with the other automotive services.

Same-Day Analysis Articles

Global Insight's industry analysts provide comprehensive coverage each working day of all developments worldwide relevant to the automotive industry. Article topics range from market data releases and analysis to detailed papers on future vehicle technologies.

Schedule: The Same-Day Analysis process is coordinated in our London office, and articles are published between 8.30 a.m. and 1:00 p.m. London time. Titles appear on the service as soon as analysts have submitted them. Around 12.30 p.m., e-mail alerts are sent to clients containing the day's titles and hyperlinks to the articles. These e-mail alerts can be customized—to do this click on My Account & Alerts at the top of each page.

Format: Articles are either Main Stories or In Brief' according to their significance. Main stories appear at the top of the page and run to around 1,500 words. They have a standardized format that includes Global Insight Perspective at the head of the article. This provides a brief executive summary of the article, divided into Significance, Implications, and Outlook sections. At the end of each Main Story is a section called Outlook and Implications. In Brief articles are around 250 words in length and have a standard significance section at the end that distills the analytical consequences of the development.

Quantity: The number of articles published each day depends on the quantity of newsworthy developments, but the total averages around 70, spread across the various regions. For information on how to navigate the Same-Day Analysis pages, filtering by region and producing custom pages of specified countries, please see subsequent section.

The screenshot displays the 'Automotive' section of the Global Insight website. On the left, there is a navigation sidebar with a search bar at the top, followed by 'MyINSIGHT SERVICES' and a dropdown menu currently set to 'Automotive'. Below this, several menu items are listed: 'Automotive - Home', 'My Analysis', 'Same-Day Analysis', 'Special Reports', 'Geographic Analysis', 'Forecast and Analysis', and 'Country Reports'. The main content area on the right features a title 'Automotive' and two dropdown menus: '<All Regions>' and 'Sort by Country'. Below these is a 'View All' link. The main content area displays two article listings under the heading 'Same-Day Analysis'. The first article is titled 'China: China Posts Record Vehicle Sales in March' with a sub-headline '(Tue 11 Apr 2006) - China's passenger car sales rose by 24% y/y t according to industry data.' The second article is titled 'United States: GM to Receive US\$100 mil. in Royalti'.

This daily analytical process drives continuous updates to detailed background for 54 Country Reports and 152 Company Profiles comprising 100 suppliers, 18 truck manufacturers, and 34 light vehicle manufacturers

Country Reports are opened from the left-hand navigation bar. Individual countries can then be accessed via the central category selector or the dropdown box on the left-hand navigation bar.



The reports contain analysis on the current status of the automotive industry and those factors affecting it and are available online only for 54 countries. The key difference between the company reports and the country forecast and analysis is that the country reports are concerned with the recent history and current environment, compared with the five-year horizon that is covered by the forecast and analyses. The reports have eight sections, organized in the following structure:

- 1. Summary:** This section provides an introductory paragraph on each of the main sections, together with the key country facts such as area, capital city, languages, ethnic diversity, religions, and currency and top-line key macroeconomic data.
- 2. Key Macroeconomic Data:** This comprises summary data tables and analysis of recent economic performance and policies.
- 3. Policy and Regulatory Environment:** This section describes those policy and legislation issues that influence the automotive industry. Key areas include emissions legislation, vehicle taxation and duties, investment incentives, and environmental, such as vehicle scrapping and recycling requirements.
- 4. Vehicle Parc and Density:** This section provides a snapshot of parc development over the last five years in terms of the total number of vehicles and density.
- 5. Sales:** This section analyzes the last five years' sales data together with an outlook for the current year by sector, e.g., passenger car, light commercial vehicle, and heavy commercial vehicle. Passenger cars are further disaggregated by brand, segment, and fuel type. Light and heavy commercial vehicles are broken down by leading brand.
- 6. Production:** Here production is analyzed for each of the sectors by brand.
- 7. Vehicle Manufacturers:** This section looks at each manufacturing facility in the country, listing the manufacturer, brands, and models that are produced at each, together with the total output from the facility in the previous year. Recent developments are described with particular regard to model changeovers, changes in capacity, and efficiency.
- 8. Component Suppliers:** This section looks at the component suppliers resident in the country, with brief descriptions of their respective product lines, major customers, and any recent developments.

Country Reports are fully integrated with all the other components of the service, including links to daily analysis stories—both current and archived—and to the monthly reports where relevant.

Each section accessible via the left-hand navigation bar.

Automotive

Germany

- Recent Analysis
- Geographic Analysis
- Forecast and Analysis
- Country Reports
- View Entire Section
- Country Summary
- Key Macro-economic Data
- Policy and Regulatory Environment

Key Facts | [Key Macro-Economic Data](#)

Section	Summary
Country Reports: Key Macro-economic Data	Germany has long been the industrial powerhouse manufacturing industry. This enduring strength has fluctuated between stagnation and recession and has been blamed on the high cost of the country's reliance on the global slowdown. Germany's economic downturn has hit the country's crucial exports sector. The current situation for German products on the export market, is, therefore, dire. Nevertheless, the main sticking points hindering growth are relatively inflexible and the inequality in the standard of living industry intricately linked to the German economy.

Germany - Key Macro-Economic Data

Key Macro-Economic Data	
	2000
ENVIRONMENT	
GDP Growth %	3
GDP US\$bn	1,902
GDP Per Capita US\$	23,1
Inflation (CPI) %	1

Source: Historical data from selected national and international sources.

Germany: Ten Latest Articles - click [here](#) for more

Automotive

1: VW Wins Body Assembly Contract For Porsche

(Mon 10 Apr 2006)

If you would like to contact the analysts responsible for the Country Reports, their contact details appear at the base of each report.

Analyst Contact Details Thomas Ryard

Germany: Component Suppliers

Show Summaries

Automotive

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.....

Thomas Ryard joined VW
Automotive Practice, cover

Company Profiles are opened from the left-hand navigation bar. Individual companies can then be accessed via the central category selector or the dropdown box on the left-hand navigation bar. The central category selector can be filtered according to whether the company is a component supplier, truck manufacturer, or light vehicle manufacturer.



The analysis is concerned with the recent and current status of the company and is organized in the following structures:

Supplier Profiles

Summary: A general overview of the company in terms of its activities and recent developments.

AutomotiveProductRanges: This section lists specific products that are manufactured by the company, grouping them into product categories.

Structure: The ownership of the company is described together with the divisional organization. There is an analysis of how the company has developed in terms of acquisitions and divestments. Joint ventures and strategic alliances have been important features of the automotive industry drivers, and those involving the company being profiled are examined in this section.

Plants: The locations of all production plants are listed here with an analysis of recent investments, including information on investment values and products.

Customer Base: This section contains information on the company's existing client base and contracts. It often provides information on component supply on specific models.

Business Development Strategy: Here, we investigate and discuss the development strategies of the company with regard to issues such as technology development, geographic diversity or focus, customer diversity or focus, follow sourcing, expansion, and diversification into other sectors, joint ventures and acquisitions, etc.

New Product Development: This section looks at the company's investments and performance in terms of the research and development of product and techniques.

Financial Performance: This section looks at recent key financial data for the company, together with a description and assessment of the financial performance.

Prospects: Here we provide Global Insight's assessment of the near-term prospects for the company in terms of anticipated sales growth and performance with reference to the economic, industry, and company factors that will be of influence.

Company Profiles are fully integrated with all the other components of the service, including links to daily analysis stories—both current and archived. Links are also provided to the company's home page, latest share price, and annual report where the company is listed.

If you would like to contact the analysts responsible for the Company Profiles, their contact details appear at the base of each report.

Manufacturer Profiles

Overview: A synopsis of the background of the company in terms of its origins through to its current status.

Structure: Details of the ownership of the company and key personnel. This section also provides information on the brands used by the company, as well as discussion of any joint ventures and alliances. There is also an analysis of assembly alliances and respective equity stakes. Recent merger, acquisition and divestment, activity is also covered here.

Sales: This section provides a thorough analysis of the company's sales performance over the previous five years, with tabular content detailing sales by region and brand. There is also analysis of the best-selling models over the previous five years. Discussion is provided on recent and current marketing and incentive activity. Finally, there is an assessment of the sales outlook for the company.

Production: This section provides information on the global manufacturing capability of the company. It identifies the major plants and models produced in each region. There is tabular analysis of production by brand and region for the previous five years, together with global production volumes for the leading models.

Financial Overview: The financial overview provides a tabular analysis of the top-line financial results for the last three years and the latest year-to-date results available. This is accompanied by some brief commentary and description of any points of note regarding financial performance. The analyst provides some views on the company's financial outlook with reference to any major impacts.

Model Strategy: This section provides a commentary on each of the company's significant model ranges. There is also a listing of anticipated new and replacement models for the next three years.

Development Strategy: This section provides information on the strategic direction of the company. It considers the investment strategy of the company with details of known investment values, location, and the nature of the investment. The platform and manufacturing strategy of the company is considered, as well as technological developments and strengths.

Prospects: Finally, the author considers the prospects for the company, with particular reference to internal and external strengths and weaknesses.

Each section is accessible via the navigation bar.

SEARCH →
ADVANCED SEARCH >

MyINSIGHT SERVICES

Automotive

Denso

- Recent Analysis
- Company Analysis
- Company Profiles
- View Entire Section
- Summary
- Structure
- Automotive Product Range
- Plants

Denso

This Section: Print View Word Doc PDF

Denso: Company Profiles: Business Development Strategy

Growth Through Acquisition

A strategy of growth through acquisition marked a significant necessary if Denso is to achieve its long-term ambition to be world. Expanding its presence in the European marketplace move in terms of achieving this goal was the acquisition of 81 form Denso Manufacturing Italia. The 135 million euro (US\$1.

Special Reports and In Focus

In addition to the regular articles, Market Analysis provides Special Reports and In Focus dossiers on major themes and interesting case studies. These are accessed on the right-hand side of the Same-Day Analysis homepage, or via the dedicated links in the left-hand menu.

Automotive

<All Regions> Sort by Country

View All Stor

Same-Day Analysis

Automotive

South Korea: Hyundai Investigation Turns to Alleged Illegal

(Wed 12 Apr 2006) - Hyundai's difficulties are deepening as the ongoing corruption allegations of an illegal transfer of company ownership.

Automotive

World: DCX to Focus on Profitability Boost, Mercedes Bets

(Wed 12 Apr 2006) - DCX predicts considerable improvement on the profit from Mercedes launches a restyled E-Class with a view to moving away from the previous model.

Special Reports are single documents of between 2,500 and 5,000 words. They are evenly distributed among the regions and number up to two a month. They have a standardized format, commencing with a box highlighting the Key Findings. Topics range across market, manufacturing, legislative, environmental, and technology issues.

When one opens up the Special Reports page (using the left-hand margin link), a reverse chronological list appears. This can be filtered by region using the dropdown menu.

Special Reports

Europe

View All | Hide Summaries

Automotive

1. United Kingdom: The Death of MG Rover and U.K.-(C

(Mon 10 Apr 2006) - The bankruptcy in April 2005 of MG Rover, the final company, signalled the end of the British-owned volume motor industry, with new owners Nanjing retaining a U.K. manufacturing base.

Automotive

2. Germany: What are the Strategic Implications of th

(Fri 20 Jan 2006) - In September 2005, Porsche completed a remarkable

Monthly Market Reviews provide timely analysis of the major automotive markets each month. They are linked via the icons that appear on the top right-hand side of the Same-Day Analysis homepage.

World: DCX to Focus on Profitability Boost, Mercedes Bets

(Wed 12 Apr 2006) - DCX predicts considerable improvement on the profit from Mercedes launches a restyled E-Class with a view to moving away from the previous model.

Automotive

World: GM Sells Stake in Isuzu for US\$300 mil.

(Wed 12 Apr 2006) - General Motors (GM) is to sell its 7.9% stake in Isuzu

Once one has accessed the Monthly Markets introduction page, it is possible to navigate the individual markets. This is where the monthly market analysis can be found for the top vehicle markets in the world. These compare the latest monthly and cumulative sales data in great detail with comparisons to previous year. A seasonally adjusted annualized trend is also provided to give a clear indication of the market direction.

The screenshot shows a web application interface. At the top left, there is a search bar with a 'SEARCH' button and an 'ADVANCED SEARCH' link. Below this is a navigation menu for 'MyINSIGHT SERVICES' with a dropdown arrow. Underneath, a category dropdown is set to 'Automotive'. A 'Monthly Market Review' sidebar lists several countries: Overview, China, United States, United Kingdom, Canada, Spain, and Italy. The main content area is titled 'Monthly Market Review' and includes options for 'Print View', 'Word Doc', and 'PDF'. The content is for 'Germany' and is structured as follows: '1. Market Data', 'a) Light Vehicles', and 'Total Sales'. A red horizontal bar is at the bottom of the content area.

Contacts

Your contact for the General questions, Same-Day Analysis, Country Reports, Company Profiles is [Paul Newton](#), London, +44 20 7452 5063

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