

# Analyzing Light-Duty Hybrid-Electric Vehicles in the US

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## Abstracts

Motor vehicles are the principal source of greenhouse gases in many parts of the world and represent the largest single market for petroleum products. To address concerns about the pollution caused by internal combustion engine power plants and improve the energy efficiency of motor vehicle operation, a number of major automakers have sought to develop commercially viable battery- and/or fuel cell-powered vehicles. Efforts to commercialize electric vehicles (EVs) during the 1990s were largely unsuccessful, but product development activity has picked up in recent years, due in part to continuing improvements in battery technology. After more than a decade of extensive research, prototyping and test marketing, all-electric vehicles are finally being sold commercially by manufacturers.

The demand for light-duty hybrid-electric vehicles in the United States is expected to triple by 2016. Consumers will look to HEVs as a way to reduce both fuel expenses and their carbon footprint, while producers will continue to develop new hybrids in order to meet stricter fuel economy standards. Many commercial and government fleet managers are increasingly relying on hybrid electric vehicles (HEVs) to help protect their budgets from increasing fuel costs and reduce emissions of their fleets.

Fleet managers who calculate a lifetime cost for their vehicles are able to look past the higher initial costs for vehicles by looking at the overall cost including fuel and maintenance. In many areas with inexpensive fuel, these lifetime costs are still higher for hybrid vehicles than traditional vehicles, resulting in the need for grants, tax incentives or marketing benefits to justify the higher cost.

Light trucks will continue to represent a small share of total HEV sales as consumers remain wary about the hauling, towing and other performance capabilities of these

vehicles. A lack of plug-in hybrid light trucks on the market, at least in the short term, will also restrain segment advances.

Toyota Motor Corp., Honda Motor Company Ltd. and Ford Motor Company are the top players in the market.

Aruvians Rsearch analyzes the Light Duty Hybrid Electric vehicles market in the US in its research offering Analyzing Light Duty Hybrid Electric Vehicles in the US. The report is a complete analysis of the industry through the leading segments of both hybrid electric automobiles and hybrid electric light trucks.

The report analyzes the US market for light duty hybrid electric vehicles through an industry overview, an analysis of the market demand, as well as an analysis of the market by different types of hybrid electric vehicles.

Industry trends across different types of segments are analyzed, followed by an analysis of the industry structure, as well as the regulatory framework governing the market. We also analyze briefly the automotive sector in the United States, along with technological developments in the field of hybrid electric vehicles.

The industry's future perspective is looked at through a segment-wise market forecast as well as an industry outlook.

An analysis of the major market players such as Honda Motor Company, Toyota Motor Corporation, and Ford Motor Company amongst others, is carried out through a corporate profile, business segment analysis, a look at their major products & services, industry presence, and a SWOT analysis, completing this comprehensive analysis of the Light Duty Hybrid Electric Vehicles Industry in the US.

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