

Income, Affordability and Opportunity: The Hotspots of Future Autos Demand

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Abstracts

The relationship between annual disposable income and demand for light vehicles suggests there are affordability thresholds beyond which sales take off. By understanding these thresholds and exploring the outlook for household incomes, this briefing identifies the eight markets projected to add the most unit sales by 2020. It evaluates likely scenarios in the usual suspects, but also reveals some less obvious rising stars.

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