

Positives and Negatives Affecting the Recovery of Western Europe's Car Market

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Abstracts

Demand for new passenger cars in Western Europe has been in freefall since the onset of the financial crisis, and although there are green shoots appearing, there is still concern that new car sales will never recover to pre-crisis levels. In this briefing, the economic fundamentals and demographic landscape are considered, as well as other factors, such as car rental and the propensity of consumers to spend on other discretionary consumer goods.

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