

Hybrid Electric Cars – A Global Market Overview

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Abstracts

The widespread acceptance of vehicles incorporating hybrid technology has been the result of growing awareness among consumers, governments and car producers that this technology is here to stay and has to be accepted with open arms. The last decade has witnessed rapid technological advancements in hybrid vehicles, thereby improving their efficiency, and the volatile oil prices have also contributed towards a change of mindset, with more and more motorists opting for the fuel efficient and eco-friendly hybrid car.

The market for hybrid technology types analyzed in this study include Series/Parallel, Parallel, Two-Mode and Others including Plug-In hybrid type. The report analyses the market in both in terms of unit sales and market value. Authentic sales analysis has been conducted for global auto giants such as Ford, General Motors, Honda, Lexus, Mercedes, Nissan and Toyota. The study also focuses on Key players such as Hyundai, KIA and BYD F3DM in their respective regions. Sales of Hybrid Electric cars are estimated at 940.3 thousand units in 2010 and are expected to cross the 1 million unit mark in 2011. The Market for Hybrid Electric cars is expected to register an impressive CAGR of 22.9% during 2006-2015 to reach 2.5 million units by 2015.

The report reviews, analyses and projects the Hybrid Cars market for global and the regional markets including North America, Japan, Europe, Asia-Pacific and Rest of World. The regional markets further analyzed for 24 independent countries across North America – the United States and Canada; Europe – Top 8 countries consisting France, Germany, Italy, the Netherlands, Spain, Sweden, Switzerland, the United Kingdom and 6 key countries of Austria, Belgium, Greece, Ireland, Norway and Portugal in Rest of Europe; Asia-Pacific – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand.

As a value addition, the report also includes the key data about the top selling hybrid

models, sights a glance at existing and upcoming hybrid car models and reviews the major hybrid technologies. Competitive landscape for suppliers of hybrid car components is included in the study for 89 suppliers comprising A123 Systems, Aisin AW, BAE, BorgWarner, Cobasys, Denso, Johnson Controls, Robert Bosch and Toshiba.

This 574 page global market report includes 483 charts (includes a data table and graphical representation for each chart), supported with meaningful and easy to understand graphical presentation, of the market. The statistical tables represent the data for the global market in unit sales and value in USD by geographic region, hybrid technology and make/model. The brief business profiles of 50 key global players and 68 major players across North America – 9; Japan – 10; Europe – 30; and Asia-Pacific – 19 are included in the report. The report also includes the list of companies engaged in hybrid cars industry comprising auto manufacturers, component manufacturers and worldwide industry associations. The list covers the address, phone numbers and web addresses of 188 companies.

Contents

1. GLOBAL MARKET PERSPECTIVE

1.1 Introduction

1.1.1 Increasing Trend of Hybrid Cars

1.2 Hybrid Electric Passenger Cars – Overview

1.2.1 Hybrid Cars: A Brief History and Outlook

1.2.2 Hybrid Electric Cars of the Modern Day

1.2.3 Hybrid Cars: Benefits

1.2.4 Components of Hybrid Cars

1.2.4.1 The Working of a Hybrid Car

1.2.5 The Features of Hybrid Cars

1.2.6 Types of Hybrid Cars

1.2.6.1 Parallel Hybrid Cars

1.2.6.2 Series Hybrid Cars

1.2.6.3 Series/Parallel Hybrid Cars

1.2.6.4 Two-mode or Dual-mode Hybrid Cars

1.2.6.5 Plug-in Hybrid Cars

1.2.7 Sub-Categories of Hybrid Car Types

1.3 An Overview of Hybrid Technologies

1.3.1 Toyota's Hybrid Synergy Drive (HSD)

1.3.2 Honda's Integrated Motor Assist (IMA)

1.3.3 Global Hybrid Cooperation's Two-mode Hybrid System

1.3.3.1 GM's New Technology for Plug-In Hybrid Car, Chevrolet Volt

1.3.4 Hyundai's Hybrid Blue Drive Architecture

1.3.5 Parallel Full Hybrid Technology from Bosch Group

1.4 Current and Upcoming Hybrid Car Models – A Review

1.4.1 Hybrid Electric Passenger Car Models currently available in the market

1.4.1.1 2010 Top Selling Models in the US

1.4.1.2 2009 Global Top Selling Hybrid Models

1.4.1.3 Toyota Prius – World's Favorite Hybrid Car and Most Fuel Efficient

1.4.2 Upcoming Hybrid Electric Passenger Car Models

1.5 Key Market Trends

1.5.1 Plug-In Hybrid Cars: The Next Big Thing in Hybrid Car Technology

1.5.1.1 Concept of a Plug-In Hybrid Car

1.5.2 China's Hybrid Cars Set to Change the World?

1.5.3 Toyota Prius Hybrid Electric Vehicle (HEV) in the Lead as Other Gasoline Powered Cars Take a Beating

1.5.4 Hybrid Car Sales to Gain Momentum from Climate Concerns and Government Support

1.5.5 Eco-Friendly Hybrid Cars Result in an Automotive Revolution

1.5.6 US, European and Korean Lithium-Ion Battery Manufacturers: GM, Daimler and Volkswagen Enhancing Operations

1.5.6.1 Competitive Landscape

1.6 Major Global Players

Acura

Adam Opel GmbH

ALFA Romeo Automobiles SpA

Audi AG

Automobili Lamborghini Holding SpA

BMW AG

BYD Auto Company Limited

Cadillac

Chang'an Automobile (Group) Co., Ltd

China Faw Group Corporation

Chrysler Group LLC

Daihatsu Motor Co., Ltd.

Daimler AG

Ferrari SpA

FIAT SpA

Ford Motor Company

Fuji Heavy Industries Ltd.

Geely Automobile Holdings Ltd

General Motors Corporation

GM Daewoo Auto & Technology Company

GM Holden Ltd

Honda Motor Co., Ltd.

Hyundai Motor Company

Isuzu Motors Ltd.

Jaguar Cars Limited

KIA Motors Corporation

Land Rover

Lexus

Mahindra & Mahindra Limited

Maruti Suzuki Limited

Maserati SpA

Mazda Motor Corporation

Mclaren Automotive Ltd
Mercedes-Benz
Mitsubishi Motors Corporation
Nissan Motor Co., Ltd.
Porsche Automobil Holding SE
PSA Peugeot Citroën
Renault S.A.
Rolls-Royce Motor Cars
Saab Automobile AB
Shanghai Automotive Industry Corporation (SAIC)
Škoda Automobilová A.S.
Spyker Cars N.V.
Subaru of America, Inc.
Suzuki Motor Corporation
Tata Motors Limited
Toyota Motor Corporation
Volkswagen AG
Volvo Car Corporation

1.7 Hybrid Cars Component Suppliers

1.8 Key Business Trends

Plug-in Hybrid Sports Car from BMW Approved
The 2012 Gas-Electric Jetta from Volkswagen to be a “Power Hybrid”
Proton to Launch Hybrid Cars in 2011
Porsche Cayenne S Hybrid to be Launched with an MSRP of US\$68,675
Nissan Launches the Fuga Hybrid
Aston Martin to Launch iQ-Based City Car by 2012
Bright Automotive Delivers a Prototype Electrified Vehicle
2012 CLS from Mercedes-Benz
Honda Unveils its Fit Hybrid Subcompact Car
McLaren Working on Petrol-Electric Hybrid Supercars
Maruti Suzuki India Develops Hybrid Car
Toyota to Commence Hybrid Car Manufacture in France from 2012
Toyota to Unveil Six New Hybrid Cars by 2012
Saab and American Axle & Manufacturing Form a Joint Venture
Toyota to Launch Small Hybrid Cars in India
Bright Automotive to Commence Production of a Commercial PHEV by 2013-2014
China FAW Group among 16 big State-Owned Companies to Invest in Electric and Hybrid Cars
Honda Plans Launching Plug-In Hybrid and Electric Cars by 2012

Honda to Launch Hybrid Version of the Civic in 2011
China Changan Automobile Group, PSA Peugeot Citroën Enter into a JV
Ford Recalls Hybrid Cars
Fort Myers Hybrid Car Market Number 7 in Ownership
Fisker Automotive's PHEV Model to be Unveiled in 2011
Honda Debuts Cheapest Hybrid Car in the US
Mitsubishi to Debut Plug-In Hybrid SUV and New 'Global Small' car in Australia by 2013
Proton to Develop Small Hybrid Cars in Association with Lotus
BMW to Introduce Plug-in Hybrid Sports Car in 2013
Daimler, Toyota to Collaborate in Hybrid Cars Venture
BYD of China Offers Individual Buyers with Plug-in Hybrid Cars
Volkswagen to Launch Jetta Hybrid in 2012
Adam Opel Displays the Opel Ampera
Magna Steyr Takes Over Karmann Japan
Toyota Recalls Hybrid Cars
Maserati to Experiment with New Entry-Level, Twin-Turbo V6 and Hybrid Models
KIA Motors' "Ray" Plug-In Hybrid Concept Car Showcased
Honda to Launch Acura Hybrids by 2011
The 2011 Hyundai Sonata Hybrid to Debut in New York Auto Show
Indian Launch of Toyota's 3rd Generation Hybrid Car Toyota Prius
Toyota Motorsport GmbH in Agreement with ZF Sachs
Lamborghini Hybrid to Debut by 2015
Kia Motors Launches Liquid Petroleum Injection (LPI) Hybrid Electric Vehicle
Chang'an's Jie Xun HEV is China's First Independently Developed Hybrid
Chang'an Offers the Zhi-xiang Mild Hybrid Sedan
Daimler Acquires Stake in Tesla Motors
Subaru to Develop Gas/Electric Hybrid by 2012
Honda in Joint Venture with GS Yuasa
Ferrari to Unveil Petrol-Electric Hybrid Car by 2015
Mazda Offers the Premacy Hydrogen RE Hybrid on Leasing
Decoma Takes Over Cadence Innovation's European Operations
Chery Introduces the Chery S18 Electric Car
World Industries Ace Corporation in JV with Magna Powertrain
Mahindra and Mahindra Introduces Cars with Micro-Hybrid Technology
Prius Gains 2015 Japanese Fuel Economy Standards Certificate
India's First Hybrid Car, the Honda Civic Hybrid, Unveiled
Tata Motors Acquires Jaguar Land Rover
Isuzu and GM Set Up Commercial Vehicles JV in Colombia

1.9 Global Market Overview

1.9.1 Unit Sales Overview by Hybrid Cars Make/Model

1.9.2 Market Overview by Hybrid Cars Make/Model

1.9.3 Unit Sales Overview by Hybrid Type

1.9.4 Market Overview by Hybrid Type

1.9.5 Hybrid Cars Make/Model Unit Sales Overview by Geographic Region

1.9.5.1 Toyota Prius

1.9.5.2 Toyota Other

1.9.5.3 Lexus

1.9.5.4 Honda

1.9.5.5 Nissan

1.9.5.6 Ford

1.9.5.7 General Motors

1.9.5.8 Mercedes

1.9.5.9 Other Hybrid Cars

1.9.6 Hybrid Cars Hybrid Type Unit Sales Overview by Geographic Region

1.9.6.1 Series/Parallel

1.9.6.2 Parallel

1.9.6.3 Two-Mode

1.9.6.4 Other Hybrid Types

1.9.7 Hybrid Cars Make/Model Market Overview by Geographic Region

1.9.7.1 Toyota Prius

1.9.7.2 Toyota Other

1.9.7.3 Lexus

1.9.7.4 Honda

1.9.7.5 Nissan

1.9.7.6 Ford

1.9.7.7 General Motors

1.9.7.8 Mercedes

1.9.7.9 Other Hybrid Cars

1.9.8 Hybrid Cars Hybrid Type Market Overview by Geographic Region

1.9.8.1 Series/Parallel

1.9.8.2 Parallel

1.9.8.3 Two-Mode

1.9.8.4 Other Hybrid Types

2. REGIONAL MARKET PERSPECTIVE

REGIONAL MARKET OVERVIEW

2.1 North America

2.1.1 North American Market Analysis by Geographic Region

2.1.1.1 Unit Sales

2.1.1.2 Market Value

2.1.2 North American Market Analysis by Make/Model

2.1.2.1 Unit Sales

2.1.2.2 Market Value

2.1.3 North American Market Analysis by Hybrid Type

2.1.3.1 Unit Sales

2.1.3.2 Market Value

2.1.4 Hybrid Cars Make/Model Unit Sales Overview by North American Region

2.1.4.1 Toyota Prius

2.1.4.2 Toyota Other

2.1.4.3 Lexus

2.1.4.4 Honda

2.1.4.5 Nissan

2.1.4.6 Ford

2.1.4.7 General Motors

2.1.4.8 Mercedes

2.1.4.9 BMW

2.1.4.10 Mazda

2.1.4.11 Others

2.1.5 Hybrid Cars Hybrid Type Unit Sales Overview by North American Region

2.1.5.1 Series/Parallel

2.1.5.2 Parallel

2.1.5.3 Two-Mode

2.1.5.4 Others

2.1.6 Hybrid Cars Make/Model Market Overview by North American Region

2.1.6.1 Toyota Prius

2.1.6.2 Toyota Other

2.1.6.3 Lexus

2.1.6.4 Honda

2.1.6.5 Nissan

2.1.6.6 Ford

2.1.6.7 General Motors

2.1.6.8 Mercedes

2.1.6.9 BMW

2.1.6.10 Mazda

- 2.1.6.11 Others
- 2.1.7 Hybrid Cars Hybrid Type Market Overview by North American Region
 - 2.1.7.1 Series/Parallel
 - 2.1.7.2 Parallel
 - 2.1.7.3 Two-Mode
 - 2.1.7.4 Others
- 2.1.8 Major Market Players
 - Acura
 - Bright Automotive, Inc
 - Cadillac
 - Chrysler Group Llc
 - Fisker Automotive, Inc.
 - Ford Motor Company
 - General Motors Corporation
 - Lexus
 - Subaru of America, Inc.
- 2.1.9 North American Market Overview by Country
 - 2.1.9.1 The United States
 - 2.1.9.1.1 United States Market Analysis by Make/Model
 - Unit Sales
 - Market Value
 - 2.1.9.1.2 United States Market Analysis by Hybrid Type
 - Unit Sales
 - Market Value
 - 2.1.9.2 Canada
 - 2.1.9.2.1 Canadian Market Analysis by Make/Model
 - Unit Sales
 - Market Value
 - 2.1.9.2.2 Canadian Market Analysis by Hybrid Type
 - Unit Sales
 - Market Value
- 2.2 Japan
 - 2.2.1 Japanese Market Analysis by Make/Model
 - 2.2.1.1 Unit Sales
 - 2.2.1.2 Market Value
 - 2.2.2 Japanese Market Analysis by Hybrid Type
 - 2.2.2.1 Unit Sales
 - 2.2.2.2 Market Value
 - 2.2.3 Major Market Players

Daihatsu Motor Co., Ltd.
Fuji Heavy Industries Ltd.
Honda Motor Co., Ltd.
Isuzu Motors Ltd.
Mazda Motor Corporation
Mitsubishi Motors Corporation
Nissan Motor Co., Ltd.
Infiniti
Suzuki Motor Corporation
Toyota Motor Corporation

2.3 Europe

2.3.1 European Market Analysis by Geographic Region – Top

2.3.1.1 Unit Sales

2.3.1.2 Market Value

2.3.2 European Market Analysis by Geographic Region – Rest of Europe

2.3.2.1 Unit Sales

2.3.2.2 Market Value

2.3.3 European Market Analysis by Make/Model

2.3.3.1 Unit Sales

2.3.3.2 Market Value

2.3.4 European Market Analysis by Hybrid Type

2.3.4.1 Unit Sales

2.3.4.2 Market Value

2.3.5 Hybrid Cars Make/Model Unit Sales Overview by European Region

2.3.5.1 Toyota Prius

2.3.5.2 Lexus

2.3.5.3 Honda

2.3.5.4 Mercedes

2.3.5.5 Others

2.3.6 Hybrid Cars Hybrid Type Unit Sales Overview by European Region

2.3.6.1 Series/Parallel

2.3.6.2 Parallel

2.3.6.3 Two-Mode

2.3.6.4 Others

2.3.7 Hybrid Cars Make/Model Market Overview by European Region

2.3.7.1 Toyota Prius

2.3.7.2 Lexus

2.3.7.3 Honda

2.3.7.4 Mercedes

2.3.7.5 Others

2.3.8 Hybrid Cars Hybrid Type Market Overview by European Region

2.3.8.1 Series/Parallel

2.3.8.2 Parallel

2.3.8.3 Two-Mode

2.3.8.4 Others

2.3.9 Major Market Players

Adam Opel GmbH (Germany)

Alfa Romeo Automobiles SpA (Italy)

Aston Martin (United Kingdom)

Audi AG (Germany)

Automobili Lamborghini Holding SpA (Italy)

Axon Automotive Ltd (United Kingdom)

Bentley Motors Limited (United Kingdom)

BMW AG (Germany)

Connaught Motor Co. Ltd (United Kingdom)

Daimler AG (Germany)

Ferrari SpA (Italy)

Fiat SpA (Italy)

Jaguar Cars Limited (United Kingdom)

Land Rover (United Kingdom)

Maserati SpA (Italy)

Mclaren Automotive Ltd (United Kingdom)

Mercedes-Benz (Germany)

Porsche Automobil Holding SE (Germany)

PSA Peugeot Citroën (France)

Renault S.A. (France)

Rolls-Royce Motor Cars (United Kingdom)

Saab Automobile AB (Sweden)

SEAT, S.A. (Spain)

Škoda Automobilová A.S. (Czech Republic)

Smart GmbH (Germany)

Spyker Cars N.V. (The Netherlands)

The Morgan Motor Company (United Kingdom)

Vauxhall Motors Limited (United Kingdom)

Volkswagen AG (Germany)

Volvo Car Corporation (Sweden)

2.3.10 European Market Overview by Country

2.3.10.1 France

- 2.3.10.1.1 French Market Analysis by Make/Model
- 2.3.10.1.2 French Market Analysis by Hybrid Type
- 2.3.10.2 Germany
 - 2.3.10.2.1 German Market Analysis by Make/Model
 - 2.3.10.2.2 German Market Analysis by Hybrid Type
- 2.3.10.3 Italy
 - 2.3.10.3.1 Italian Market Analysis by Make/Model
 - 2.3.10.3.2 Italian Market Analysis by Hybrid Type
- 2.3.10.4 The Netherlands
 - 2.3.10.4.1 Dutch Market Analysis by Make/Model
 - 2.3.10.4.2 Dutch Market Analysis by Hybrid Type
- 2.3.10.5 Spain
 - 2.3.10.5.1 Spanish Market Analysis by Make/Model
 - 2.3.10.5.2 Spanish Market Analysis by Hybrid Type
- 2.3.10.6 Sweden
 - 2.3.10.6.1 Swedish Market Analysis by Make/Model
 - 2.3.10.6.2 Swedish Market Analysis by Hybrid Type
- 2.3.10.7 Switzerland
 - 2.3.10.7.1 Swiss Market Analysis by Make/Model
 - 2.3.10.7.2 Swiss Market Analysis by Hybrid Type
- 2.3.10.8 The United Kingdom
 - 2.3.10.8.1 United Kingdom Market Analysis by Make/Model
 - 2.3.10.8.2 United Kingdom Market Analysis by Hybrid Type
- 2.3.10.9 Rest of Europe
 - 2.3.10.9.1 Rest of Europe Market Analysis by Make/Model
 - 2.3.10.9.2 Rest of Europe Market Analysis by Hybrid Type
- 2.3.10.10 Rest of Europe Market Overview by Country
 - 2.3.10.10.1 Austria
 - Austrian Market Analysis by Make/Model
 - Austrian Market Analysis by Hybrid Type
 - 2.3.10.10.2 Belgium
 - Belgian Market Analysis by Make/Model
 - Belgian Market Analysis by Hybrid Type
 - 2.3.10.10.3 Greece
 - Greek Market Analysis by Make/Model
 - Greek Market Analysis by Hybrid Type
 - 2.3.10.10.4 Ireland
 - Irish Market Analysis by Make/Model
 - Irish Market Analysis by Hybrid Type

2.3.10.10.5 Norway

Norwegian Market Analysis by Make/Model

Norwegian Market Analysis by Hybrid Type

2.3.10.10.6 Portugal

Portuguese Market Analysis by Make/Model

Portuguese Market Analysis by Hybrid Type

2.3.10.10.7 Other Rest of Europe Region

Other Rest of Europe Market Analysis by Make/Model

Other Rest of Europe Market Analysis by Hybrid Type

2.4 Asia-Pacific

2.4.1 Asia-Pacific Market Analysis by Geographic Region

2.4.1.1 Unit Sales

2.4.1.2 Market Value

2.4.2 Asia-Pacific Market Analysis by Make/Model

2.4.2.1 Unit Sales

2.4.2.2 Market Value

2.4.3 Asia-Pacific Market Analysis by Hybrid Type

2.4.3.1 Unit Sales

2.4.3.2 Market Value

2.4.4 Hybrid Cars Make/Model Unit Sales Overview by Asia-Pacific Region

2.4.4.1 Toyota Prius

2.4.4.2 Toyota Other

2.4.4.3 Lexus

2.4.4.4 Honda

2.4.4.5 Ford

2.4.4.6 Mercedes

2.4.4.7 BYD F3DM

2.4.4.8 Hyundai

2.4.4.9 KIA

2.4.4.10 Others

2.4.5 Hybrid Cars Hybrid Type Unit Sales Overview by Asia-Pacific Region

2.4.5.1 Series/Parallel

2.4.5.2 Parallel

2.4.5.3 Two-Mode

2.4.5.4 Plug-In

2.4.5.5 Others

2.4.6 Hybrid Cars Make/Model Market Overview by Asia-Pacific Region

2.4.6.1 Toyota Prius

2.4.6.2 Toyota Other

- 2.4.6.3 Lexus
- 2.4.6.4 Honda
- 2.4.6.5 Ford
- 2.4.6.6 Mercedes
- 2.4.6.7 BYD F3DM
- 2.4.6.8 Hyundai
- 2.4.6.9 KIA
- 2.4.6.10 Others
- 2.4.7 Hybrid Cars Hybrid Type Market Overview by Asia-Pacific Region
 - 2.4.7.1 Series/Parallel
 - 2.4.7.2 Parallel
 - 2.4.7.3 Two-Mode
 - 2.4.7.4 Plug-In
 - 2.4.7.5 Others
- 2.4.8 Major Market Players
 - BYD Auto Company Limited (China)
 - Chang'an Automobile (Group) Co., Ltd (China)
 - Changfeng (Group) Co., Ltd (China)
 - Chery Automobile Co., Ltd. (China)
 - China Faw Group Corporation (China)
 - Dongfeng Motor Corporation (China)
 - Geely Automobile Holdings Ltd (China)
 - GM Daewoo Auto & Technology Company (South Korea)
 - GM Holden Ltd (Australia)
 - Great Wall Motor Company Limited (China)
 - Hyundai KIA Automotive Group (South Korea)
 - Hyundai Motor Company (South Korea)
 - KIA Motors Corporation (South Korea)
 - Mahindra & Mahindra Limited (India)
 - Maruti Suzuki Limited (India)
 - Proton Holdings Berhad (Malaysia)
 - Shanghai Automotive Industry Corporation (SAIC) (China)
 - Ssangyong Motor Company (South Korea)
 - Tata Motors Limited (India)
- 2.4.9 Asia-Pacific Market Overview by Country
 - 2.4.9.1 Australia
 - 2.4.9.1.1 Australian Market Analysis by Make/Model
 - 2.4.9.1.2 Australian Market Analysis by Hybrid Type
 - 2.4.9.2 China

2.4.9.2.1 Chinese Market Analysis by Make/Model

2.4.9.2.2 Chinese Market Analysis by Hybrid Type

2.4.9.3 India

2.4.9.3.1 Indian Market Analysis by Make/Model

2.4.9.3.2 Indian Market Analysis by Hybrid Type

2.4.9.4 South Korea

2.4.9.4.1 South Korean Market Analysis by Make/Model

2.4.9.4.2 South Korean Market Analysis by Hybrid Type

2.4.9.5 New Zealand

2.4.9.5.1 New Zealand Market Analysis by Make/Model

2.4.9.5.2 New Zealand Market Analysis by Hybrid Type

2.4.9.6 Singapore

2.4.9.6.1 Singaporean Market Analysis by Make/Model

2.4.9.6.2 Singaporean Market Analysis by Hybrid Type

2.4.9.7 Taiwan

2.4.9.7.1 Taiwanese Market Analysis by Make/Model

2.4.9.7.2 Taiwanese Market Analysis by Hybrid Type

2.4.9.8 Thailand

2.4.9.8.1 Thai Market Analysis by Make/Model

2.4.9.8.2 Thai Market Analysis by Hybrid Type

2.5 Rest of World

2.5.1 Rest of World Market Analysis by Make

2.5.1.1 Unit Sales

2.5.1.2 Market Value

2.5.2 Rest of World Market Analysis by Hybrid Type

2.5.2.1 Unit Sales

2.5.2.2 Market Value

3. GUIDE TO THE INDUSTRY

3.1 Hybrid Car Manufacturers

China

Czech Republic

France

Germany

India

Italy

Japan

Malaysia

The Netherlands
South Korea
Spain
Sweden
The United Kingdom
The United States

3.2 Hybrid Car Component Manufacturers

Austria
Belgium
Canada
China
France
Germany
Italy
Japan
Korea
Korea
South Korea
Taiwan
The United Kingdom
The United States

3.3 Worldwide Industry Associations

Argentina
Australia
Austria
Belgium
Brazil
Bulgaria
Canada
China
Croatia
Czech Republic
Denmark
Egypt
Estonia
Finland
France
Germany
Greece

Hungary
India
Italy
Japan
Latvia
The Netherlands
Norway
Poland
Portugal
Romania
Russia
Slovakia
South Africa
South Korea
Spain
Sweden
Switzerland
Turkey
The United Kingdom
The United States
Uzbekistan
Yugoslavia

4. ANNEXURE

- 4.1 Research Methodology
- 4.2 The Questionnaire
- 4.3 Feedback

CHARTS & GRAPHS

1. GLOBAL MARKET PERSPECTIVE

Chart 1: Global Market Share of Hybrid Electric Cars against Overall Passenger Cars (2006-2015) in Units

Chart 2: Key Features of Hybrid Cars

Chart 3: Classes of Plug-in Hybrid Batteries

- Chart 4: Sub-Categories of Hybrid Cars – Assist Hybrid, Mild Hybrid and Full Hybrid
- Chart 5: Worldwide List of Hybrid Electric Passenger Cars Currently Available in the Market – Classified by Make/Model, Type and Hybrid Technology
- Chart 6: Top Selling Hybrid Models in the US (Jan-Oct 2010) in Units
- Chart 7: Top Selling Models around the Globe (2009) in Units
- Chart 8: Global Sales of Toyota Prius (2007 - 2009) by Region in Units
- Chart 9: Most Fuel Efficient Hybrid Cars in the Market
- Chart 10: Global List of Future Prospects Hybrid Cars Market by Manufacturer – Model / Type/Hybrid Type/Stage/Expected Date
- Chart 11: The List of Probable Entrants of Plug-In Hybrid Cars Segment – Model/Type/Hybrid Type/Stage/Expected Date
- Chart 12: Probable Entrants of Diesel Hybrid Cars Segment – Model/Type/Hybrid Type/Stage/Expected Date
- Chart 13: The List of Efficient Plug-In Hybrid Cars by EV Range in Miles
- Chart 14: Common Criticisms and Responses about Plug-In Hybrids
- Chart 15: Strategic Initiatives Regarding the Hybrid Battery by Automotive Manufacturer – General Motors, Daimler AG and Volkswagen AG
- Chart 16: Strategic Initiatives Regarding the Hybrid Battery by Battery Manufacturer – A123 Systems, EnerDel, Johnson Controls-Saft, Electrovaya and SB LiMotive
- Chart 17: The Global List of Major Component Suppliers – Components/Description/Customers
- Chart 18: Global Hybrid Cars Market Analysis (2006-2015) in Volume (Unit Sales) and Value (USD Million)
- Chart 19: Global Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes and Others in Units
- Chart 20: Glance at 2006, 2009, 2012 and 2015 Global Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes and Others
- Chart 21: Global Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes and Others in USD Million
- Chart 22: Glance at 2006, 2009, 2012 and 2015 Global Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes and Others
- Chart 23: Global Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units
- Chart 24: Glance at 2006, 2009, 2012 and 2015 Global Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others
- Chart 25: Global Hybrid Cars Market Analysis (2006-2015) by Hybrid Type –

Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 26: Glance at 2006, 2009, 2012 and 2015 Global Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 27: Global Toyota Prius Sales Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in Units

Chart 28: Glance at 2006, 2009, 2012 and 2015 Global Toyota Prius Unit Sales Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 29: Global Toyota Other Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in Units

Chart 30: Glance at 2006, 2009, 2012 and 2015 Global Toyota Other Hybrid Cars Unit Sales Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 31: Global Lexus Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in Units

Chart 32: Glance at 2006, 2009, 2012 and 2015 Global Lexus Hybrid Cars Unit Sales Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 33: Global Honda Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in Units

Chart 34: Glance at 2006, 2009, 2012 and 2015 Global Honda Hybrid Cars Unit Sales Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 35: North American Nissan Hybrid Cars Sales Analysis (2007-2015) in Units

Chart 36: Global Ford Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – North America and Asia Pacific in Units

Chart 37: North American GM Hybrid Cars Sales Analysis (2006-2015) in Units

Chart 38: Global Mercedes Hybrid Cars Sales Analysis (2009-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in Units

Chart 39: Glance at 2009, 2012 and 2015 Global Mercedes Hybrid Cars Unit Sales Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 40: Global Other Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in Units

Chart 41: Glance at 2006, 2009, 2012 and 2015 Global Other Hybrid Cars Unit Sales Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 42: Global Series/Parallel Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in Units

Chart 43: Glance at 2006, 2009, 2012 and 2015 Global Series/Parallel Hybrid Cars Unit Sales Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 44: Global Parallel Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in Units

Chart 45: Glance at 2006, 2009, 2012 and 2015 Global Parallel Hybrid Cars Unit Sales Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 46: Global Two-Mode Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in Units

Chart 47: Glance at 2006, 2009, 2012 and 2015 Global Two-Mode Hybrid Cars Unit Sales Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 48: Global Other Hybrid Type Cars Sales Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in Units

Chart 49: Glance at 2006, 2009, 2012 and 2015 Global Other Hybrid Type Hybrid Cars Unit Sales Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 50: Global Toyota Prius Market Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in USD Million

Chart 51: Glance at 2006, 2009, 2012 and 2015 Global Toyota Prius Market Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 52: Global Toyota Other Hybrid Cars Market Analysis (2006-2015) by Geographic Region – North America, Japan, Asia Pacific and Rest of World in USD Million

Chart 53: Glance at 2006, 2009, 2012 and 2015 Global Toyota Other Hybrid Cars Market Share (%) by Geographic Region – North America, Japan, Asia Pacific and Rest of World

Chart 54: Global Lexus Hybrid Cars Market Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in USD Million

Chart 55: Glance at 2006, 2009, 2012 and 2015 Global Lexus Hybrid Cars Market Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 56: Global Honda Hybrid Cars Market Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in USD Million

Chart 57: Glance at 2006, 2009, 2012 and 2015 Global Honda Hybrid Cars Market Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 58: North American Nissan Hybrid Cars Market Analysis (2007-2015) in USD Million

Chart 59: Global Ford Hybrid Cars Market Analysis (2006-2015) by Geographic Region – North America and Asia Pacific in USD Million

Chart 60: North American GM Hybrid Cars Market Analysis (2006-2015) in USD Million

Chart 61: Global Mercedes Hybrid Cars Market Analysis (2009-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in USD Million

Chart 62: Glance at 2009, 2012 and 2015 Global Mercedes Hybrid Cars Market Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 63: Global Other Hybrid Cars Market Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in USD Million

Chart 64: Glance at 2006, 2009, 2012 and 2015 Global Other Hybrid Cars Market Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 65: Global Series/Parallel Hybrid Cars Market Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in USD Million

Chart 66: Glance at 2006, 2009, 2012 and 2015 Global Series/Parallel Hybrid Cars Market Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 67: Global Parallel Hybrid Cars Market Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in USD Million

Chart 68: Glance at 2006, 2009, 2012 and 2015 Global Parallel Hybrid Cars Market Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 69: Global Two-Mode Hybrid Cars Market Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in USD Million

Chart 70: Glance at 2006, 2009, 2012 and 2015 Global Two-Mode Hybrid Cars Market Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 71: Global Other Hybrid Type Cars Market Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in USD Million

Chart 72: Glance at 2006, 2009, 2012 and 2015 Global Other Hybrid Type Hybrid Cars Market Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

2. REGIONAL MARKET PERSPECTIVE

Chart 73: The Projection of Largest Regions (2006-2015) in terms of Market Growth for Unit Sales of Hybrid Cars by Geography – Asia-Pacific, Japan, Europe and North

America

Chart 74: Global Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in Units

Chart 75: Glance at 2006, 2009, 2012 and 2015 Global Hybrid Cars Unit Sales Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

Chart 76: Global Hybrid Cars Market Analysis (2006-2015) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World in USD Million

Chart 77: Glance at 2006, 2009, 2012 and 2015 Global Hybrid Cars Market Share (%) by Geographic Region – North America, Japan, Europe, Asia Pacific and Rest of World

NORTH AMERICA

Chart 78: North American Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – United States and Canada in Units

Chart 79: Glance at 2006, 2009, 2012 and 2015 North American Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 80: North American Hybrid Cars Market Analysis (2006-2015) by Geographic Region – United States and Canada in USD Million

Chart 81: Glance at 2006, 2009, 2012 and 2015 North American Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

Chart 82: North American Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes, BMW, Mazda and Others in Units

Chart 83: Glance at 2006, 2009, 2012 and 2015 North American Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes, BMW, Mazda and Others

Chart 84: North American Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes, BMW, Mazda and Others in USD Million

Chart 85: Glance at 2006, 2009, 2012 and 2015 North American Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes, BMW, Mazda and Others

Chart 86: North American Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 87: Glance at 2006, 2009, 2012 and 2015 North American Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 88: North American Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 89: Glance at 2006, 2009, 2012 and 2015 North American Hybrid Cars Market

Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 90: North American Toyota Prius Sales Analysis (2006-2015) by Geographic Region – United States and Canada in Units

Chart 91: Glance at 2006, 2009, 2012 and 2015 North American Toyota Prius Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 92: North American Toyota Other Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – United States and Canada in Units

Chart 93: Glance at 2006, 2009, 2012 and 2015 North American Toyota Other Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 94: North American Lexus Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – United States and Canada in Units

Chart 95: Glance at 2006, 2009, 2012 and 2015 North American Lexus Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 96: North American Honda Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – United States and Canada in Units

Chart 97: Glance at 2006, 2009, 2012 and 2015 North American Honda Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 98: North American Nissan Hybrid Cars Sales Analysis (2007-2015) by Geographic Region – United States and Canada in Units

Chart 99: Glance at 2007, 2009, 2012 and 2015 North American Nissan Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 100: North American Ford Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – United States and Canada in Units

Chart 101: Glance at 2006, 2009, 2012 and 2015 North American Ford Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 102: North American GM Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – United States and Canada in Units

Chart 103: Glance at 2006, 2009, 2012 and 2015 North American GM Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 104: North American Mercedes Hybrid Cars Sales Analysis (2009-2015) by Geographic Region – United States and Canada in Units

Chart 105: Glance at 2009, 2012 and 2015 North American Mercedes Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 106: The United States BMW Hybrid Cars Sales Analysis (2010-2015) in Units

Chart 107: The United States Mazda Hybrid Cars Sales Analysis (2010-2015) in Units

Chart 108: North American Other Hybrid Cars Sales Analysis (2007-2015) by Geographic Region – United States and Canada in Units

Chart 109: Glance at 2009, 2012 and 2015 North American Other Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 110: North American Series/Parallel Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – United States and Canada in Units

Chart 111: Glance at 2006, 2009, 2012 and 2015 North American Series/Parallel Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 112: North American Parallel Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – United States and Canada in Units

Chart 113: Glance at 2006, 2009, 2012 and 2015 North American Parallel Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 114: North American Two-Mode Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – United States and Canada in Units

Chart 115: Glance at 2006, 2009, 2012 and 2015 North American Two-Mode Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 116: North American Other Hybrid Type Cars Sales Analysis (2007-2015) by Geographic Region – United States and Canada in Units

Chart 117: Glance at 2009, 2012 and 2015 North American Other Hybrid Type Hybrid Cars Unit Sales Share (%) by Geographic Region – United States and Canada

Chart 118: North American Toyota Prius Market Analysis (2006-2015) by Geographic Region – United States and Canada in USD Million

Chart 119: Glance at 2006, 2009, 2012 and 2015 North American Toyota Prius Market Share (%) by Geographic Region – United States and Canada

Chart 120: North American Toyota Other Hybrid Cars Market Analysis (2006-2015) by Geographic Region – United States and Canada in USD Million

Chart 121: Glance at 2006, 2009, 2012 and 2015 North American Toyota Other Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

Chart 122: North American Lexus Hybrid Cars Market Analysis (2006-2015) by Geographic Region – United States and Canada in USD Million

Chart 123: Glance at 2006, 2009, 2012 and 2015 North American Lexus Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

Chart 124: North American Honda Hybrid Cars Market Analysis (2006-2015) by Geographic Region – United States and Canada in USD Million

Chart 125: Glance at 2006, 2009, 2012 and 2015 North American Honda Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

Chart 126: North American Nissan Hybrid Cars Market Analysis (2007-2015) by Geographic Region – United States and Canada in USD Million

Chart 127: Glance at 2007, 2009, 2012 and 2015 North American Nissan Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

Chart 128: North American Ford Hybrid Cars Market Analysis (2006-2015) by Geographic Region – United States and Canada in USD Million

Chart 129: Glance at 2006, 2009, 2012 and 2015 North American Ford Hybrid Cars

Market Share (%) by Geographic Region – United States and Canada

Chart 130: North American GM Hybrid Cars Market Analysis (2006-2015) by Geographic Region – United States and Canada in USD Million

Chart 131: Glance at 2006, 2009, 2012 and 2015 North American GM Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

Chart 132: North American Mercedes Hybrid Cars Market Analysis (2009-2015) by Geographic Region – United States and Canada in USD Million

Chart 133: Glance at 2009, 2012 and 2015 North American Mercedes Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

Chart 134: The United States BMW Hybrid Cars Market Analysis (2010-2015) in USD Million

Chart 135: The United States BMW Hybrid Cars Market Analysis (2010-2015) in USD Million

Chart 136: North American Other Hybrid Cars Market Analysis (2007-2015) by Geographic Region – United States and Canada in USD Million

Chart 137: Glance at 2009, 2012 and 2015 North American Other Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

Chart 138: North American Series/Parallel Hybrid Cars Market Analysis (2006-2015) by Geographic Region – United States and Canada in USD Million

Chart 139: Glance at 2006, 2009, 2012 and 2015 North American Series/Parallel Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

Chart 140: North American Parallel Hybrid Cars Market Analysis (2006-2015) by Geographic Region – United States and Canada in USD Million

Chart 141: Glance at 2006, 2009, 2012 and 2015 North American Parallel Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

Chart 142: North American Two-Mode Hybrid Cars Market Analysis (2006-2015) by Geographic Region – United States and Canada in USD Million

Chart 143: Glance at 2006, 2009, 2012 and 2015 North American Two-Mode Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

Chart 144: North American Other Hybrid Type Cars Market Analysis (2007-2015) by Geographic Region – United States and Canada in USD Million

Chart 145: Glance at 2009, 2012 and 2015 North American Other Hybrid Type Hybrid Cars Market Share (%) by Geographic Region – United States and Canada

The United States

Chart 146: United States Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes, BMW, Mazda and Others in Units

Chart 147: Glance at 2006, 2009, 2012 and 2015 United States Hybrid Cars Unit Sales

Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes, BMW, Mazda and Others

Chart 148: United States Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes, BMW, Mazda and Others in USD Million

Chart 149: Glance at 2006, 2009, 2012 and 2015 United States Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes, BMW, Mazda and Others

Chart 150: United States Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 151: Glance at 2006, 2009, 2012 and 2015 United States Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 152: United States Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 153: Glance at 2006, 2009, 2012 and 2015 United States Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Canada

Chart 154: Canadian Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes and Others in Units

Chart 155: Glance at 2006, 2009, 2012 and 2015 Canadian Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes and Others

Chart 156: Canadian Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes and Others in USD Million

Chart 157: Glance at 2006, 2009, 2012 and 2015 Canadian Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes and Others

Chart 158: Canadian Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 159: Glance at 2006, 2009, 2012 and 2015 Canadian Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 160: Canadian Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 161: Glance at 2006, 2009, 2012 and 2015 Canadian Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

JAPAN

Chart 162: Japanese Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Mercedes and Others in Units

Chart 163: Glance at 2006, 2009, 2012 and 2015 Japanese Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Mercedes and Others

Chart 164: Japanese Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Mercedes and Others in USD Million

Chart 165: Glance at 2006, 2009, 2012 and 2015 Japanese Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Mercedes and Others

Chart 166: Japanese Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 167: Glance at 2006, 2009, 2012 and 2015 Japanese Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 168: Japanese Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 169: Glance at 2006, 2009, 2012 and 2015 Japanese Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

EUROPE

Chart 170: European Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in Units

Chart 171: Glance at 2006, 2009, 2012 and 2015 European Hybrid Cars Unit Sales Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 172: European Hybrid Cars Market Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in USD Million

Chart 173: Glance at 2006, 2009, 2012 and 2015 European Hybrid Cars Market Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 174: Rest of Europe Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – Austria, Belgium, Greece, Ireland, Norway, Portugal and Others in Units

Chart 175: Glance at 2006, 2009, 2012 and 2015 Rest of Europe Hybrid Cars Unit Sales Share (%) by Geographic Region – Austria, Belgium, Greece, Ireland, Norway, Portugal and Others

Chart 176: Rest of Europe Hybrid Cars Market Analysis (2006-2015) by Geographic Region – Austria, Belgium, Greece, Ireland, Norway, Portugal and Others in USD Million

Chart 177: Glance at 2006, 2009, 2012 and 2015 Rest of Europe Hybrid Cars Market

Share (%) by Geographic Region – Austria, Belgium, Greece, Ireland, Norway, Portugal and Others

Chart 178: European Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 179: Glance at 2006, 2009, 2012 and 2015 European Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 180: European Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 181: Glance at 2006, 2009, 2012 and 2015 European Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 182: European Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 183: Glance at 2006, 2009, 2012 and 2015 European Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 184: European Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 185: Glance at 2006, 2009, 2012 and 2015 European Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 186: European Toyota Prius Sales Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in Units

Chart 187: Glance at 2006, 2009, 2012 and 2015 European Toyota Prius Unit Sales Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 188: European Lexus Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in Units

Chart 189: Glance at 2006, 2009, 2012 and 2015 European Lexus Hybrid Cars Unit Sales Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 190: European Honda Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in Units

Chart 191: Glance at 2006, 2009, 2012 and 2015 European Honda Hybrid Cars Unit Sales Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 192: European Mercedes Hybrid Cars Sales Analysis (2009-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in Units

Chart 193: Glance at 2006, 2009, 2012 and 2015 European Mercedes Hybrid Cars Unit Sales Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 194: European Other Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in Units

Chart 195: Glance at 2006, 2009, 2012 and 2015 European Other Hybrid Cars Unit Sales Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 196: European Series/Parallel Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in Units

Chart 197: Glance at 2006, 2009, 2012 and 2015 European Series/Parallel Hybrid Cars Unit Sales Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 198: European Parallel Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in Units

Chart 199: Glance at 2006, 2009, 2012 and 2015 European Parallel Hybrid Cars Unit Sales Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 200: European Two-Mode Hybrid Cars Sales Analysis (2009-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in Units

Chart 201: Glance at 2006, 2009, 2012 and 2015 European Two-Mode Hybrid Cars Unit Sales Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 202: European Other Hybrid Type Cars Sales Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in Units

Chart 203: Glance at 2006, 2009, 2012 and 2015 European Other Hybrid Type Hybrid Cars Unit Sales Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 204: European Toyota Prius Market Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in USD Million

Chart 205: Glance at 2006, 2009, 2012 and 2015 European Toyota Prius Market Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 206: European Lexus Hybrid Cars Market Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in USD Million

Chart 207: Glance at 2006, 2009, 2012 and 2015 European Lexus Hybrid Cars Market Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 208: European Honda Hybrid Cars Market Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in USD Million

Chart 209: Glance at 2006, 2009, 2012 and 2015 European Honda Hybrid Cars Market Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 210: European Mercedes Hybrid Cars Market Analysis (2009-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in USD Million

Chart 211: Glance at 2006, 2009, 2012 and 2015 European Mercedes Hybrid Cars Market Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 212: European Other Hybrid Cars Market Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in USD Million

Chart 213: Glance at 2006, 2009, 2012 and 2015 European Other Hybrid Cars Market Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 214: European Series/Parallel Hybrid Cars Market Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in USD Million

Chart 215: Glance at 2006, 2009, 2012 and 2015 European Series/Parallel Hybrid Cars Market Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 216: European Parallel Hybrid Cars Market Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in USD Million

Chart 217: Glance at 2006, 2009, 2012 and 2015 European Parallel Hybrid Cars Market Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 218: European Two-Mode Hybrid Cars Market Analysis (2009-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in USD Million

Chart 219: Glance at 2006, 2009, 2012 and 2015 European Two-Mode Hybrid Cars Market Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

Chart 220: European Other Hybrid Type Cars Market Analysis (2006-2015) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe in USD Million

Chart 221: Glance at 2006, 2009, 2012 and 2015 European Other Hybrid Type Hybrid Cars Market Share (%) by Geographic Region – France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, United Kingdom and Rest of Europe

France

Chart 222: French Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 223: Glance at 2006, 2009, 2012 and 2015 French Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 224: French Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 225: Glance at 2006, 2009, 2012 and 2015 French Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Nissan, Ford, GM, Mercedes and Others

Chart 226: French Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 227: Glance at 2006, 2009, 2012 and 2015 French Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 228: French Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 229: Glance at 2006, 2009, 2012 and 2015 French Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Germany

Chart 230: German Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 231: Glance at 2006, 2009, 2012 and 2015 German Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 232: German Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 233: Glance at 2006, 2009, 2012 and 2015 German Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 234: German Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type –

Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 235: Glance at 2006, 2009, 2012 and 2015 German Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 236: German Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 237: Glance at 2006, 2009, 2012 and 2015 German Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Italy

Chart 238: Italian Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 239: Glance at 2006, 2009, 2012 and 2015 Italian Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 240: Italian Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 241: Glance at 2006, 2009, 2012 and 2015 Italian Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 242: Italian Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 243: Glance at 2006, 2009, 2012 and 2015 Italian Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 244: Italian Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 245: Glance at 2006, 2009, 2012 and 2015 Italian Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

The Netherlands

Chart 246: Dutch Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 247: Glance at 2006, 2009, 2012 and 2015 Dutch Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 248: Dutch Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 249: Glance at 2006, 2009, 2012 and 2015 Dutch Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 250: Dutch Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 251: Glance at 2006, 2009, 2012 and 2015 Dutch Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 252: Dutch Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 253: Glance at 2006, 2009, 2012 and 2015 Dutch Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Spain

Chart 254: Spanish Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 255: Glance at 2006, 2009, 2012 and 2015 Spanish Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 256: Spanish Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 257: Glance at 2006, 2009, 2012 and 2015 Spanish Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 258: Spanish Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 259: Glance at 2006, 2009, 2012 and 2015 Spanish Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 260: Spanish Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 261: Glance at 2006, 2009, 2012 and 2015 Spanish Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Sweden

Chart 262: Swedish Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 263: Glance at 2006, 2009, 2012 and 2015 Swedish Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 264: Swedish Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 265: Glance at 2006, 2009, 2012 and 2015 Swedish Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 266: Swedish Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 267: Glance at 2006, 2009, 2012 and 2015 Swedish Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 268: Swedish Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 269: Glance at 2006, 2009, 2012 and 2015 Swedish Hybrid Cars Market Share

(%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Switzerland

Chart 270: Swiss Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 271: Glance at 2006, 2009, 2012 and 2015 Swiss Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 272: Swiss Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 273: Glance at 2006, 2009, 2012 and 2015 Swiss Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 274: Swiss Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 275: Glance at 2006, 2009, 2012 and 2015 Swiss Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 276: Swiss Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 277: Glance at 2006, 2009, 2012 and 2015 Swiss Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

The United Kingdom

Chart 278: United Kingdom Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 279: Glance at 2006, 2009, 2012 and 2015 United Kingdom Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 280: United Kingdom Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 281: Glance at 2006, 2009, 2012 and 2015 United Kingdom Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 282: United Kingdom Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 283: Glance at 2006, 2009, 2012 and 2015 United Kingdom Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 284: United Kingdom Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 285: Glance at 2006, 2009, 2012 and 2015 United Kingdom Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Rest of Europe

Chart 286: Rest of Europe Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 287: Glance at 2006, 2009, 2012 and 2015 Rest of Europe Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 288: Rest of Europe Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 289: Glance at 2006, 2009, 2012 and 2015 Rest of Europe Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 290: Rest of Europe Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 291: Glance at 2006, 2009, 2012 and 2015 Rest of Europe Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 292: Rest of Europe Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 293: Glance at 2006, 2009, 2012 and 2015 Rest of Europe Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Austria

Chart 294: Austrian Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 295: Glance at 2006, 2009, 2012 and 2015 Austrian Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 296: Austrian Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 297: Glance at 2006, 2009, 2012 and 2015 Austrian Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 298: Austrian Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 299: Glance at 2006, 2009, 2012 and 2015 Austrian Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 300: Austrian Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 301: Glance at 2006, 2009, 2012 and 2015 Austrian Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Belgium

Chart 302: Belgian Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 303: Glance at 2006, 2009, 2012 and 2015 Belgian Hybrid Cars Unit Sales Share

(%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 304: Belgian Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 305: Glance at 2006, 2009, 2012 and 2015 Belgian Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 306: Belgian Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 307: Glance at 2006, 2009, 2012 and 2015 Belgian Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 308: Belgian Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 309: Glance at 2006, 2009, 2012 and 2015 Belgian Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Greece

Chart 310: Greek Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 311: Glance at 2006, 2009, 2012 and 2015 Greek Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 312: Greek Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 313: Glance at 2006, 2009, 2012 and 2015 Greek Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 314: Greek Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 315: Glance at 2006, 2009, 2012 and 2015 Greek Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 316: Greek Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 317: Glance at 2006, 2009, 2012 and 2015 Greek Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Ireland

Chart 318: Irish Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda and Others in Units

Chart 319: Glance at 2006, 2009, 2012 and 2015 Irish Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda and Others

Chart 320: Irish Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda and Others in USD Million

Chart 321: Glance at 2006, 2009, 2012 and 2015 Irish Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda and Others

Chart 322: Irish Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in Units

Chart 323: Glance at 2006, 2009, 2012 and 2015 Irish Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

Chart 324: Irish Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in USD Million

Chart 325: Glance at 2006, 2009, 2012 and 2015 Irish Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

Norway

Chart 326: Norwegian Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda and Others in Units

Chart 327: Glance at 2006, 2009, 2012 and 2015 Norwegian Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda and Others

Chart 328: Norwegian Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda and Others in USD Million

Chart 329: Glance at 2006, 2009, 2012 and 2015 Norwegian Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda and Others

Chart 330: Norwegian Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in Units

Chart 331: Glance at 2006, 2009, 2012 and 2015 Norwegian Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

Chart 332: Norwegian Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in USD Million

Chart 333: Glance at 2006, 2009, 2012 and 2015 Norwegian Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

Portugal

Chart 334: Portuguese Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 335: Glance at 2006, 2009, 2012 and 2015 Portuguese Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 336: Portuguese Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 337: Glance at 2006, 2009, 2012 and 2015 Portuguese Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 338: Portuguese Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type –

Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 339: Glance at 2006, 2009, 2012 and 2015 Portuguese Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 340: Portuguese Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 341: Glance at 2006, 2009, 2012 and 2015 Portuguese Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Other Rest of Europe Region

Chart 342: Other Rest of Europe Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in Units

Chart 343: Glance at 2006, 2009, 2012 and 2015 Other Rest of Europe Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 344: Other Rest of Europe Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others in USD Million

Chart 345: Glance at 2006, 2009, 2012 and 2015 Other Rest of Europe Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda, Mercedes and Others

Chart 346: Other Rest of Europe Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 347: Glance at 2006, 2009, 2012 and 2015 Other Rest of Europe Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 348: Other Rest of Europe Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 349: Glance at 2006, 2009, 2012 and 2015 Other Rest of Europe Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

ASIA-PACIFIC

Chart 350: Asia-Pacific Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand in Units

Chart 351: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Hybrid Cars Unit Sales Share (%) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand

Chart 352: Asia-Pacific Hybrid Cars Market Analysis (2006-2015) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand in USD Million

Chart 353: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Hybrid Cars Market Share (%) by Geographic Region – Australia, China, India, South Korea, New Zealand,

Singapore, Taiwan and Thailand

Chart 354: Asia-Pacific Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Ford, Mercedes, BYD F3DM, Hyundai, Kia and Others in Units

Chart 355: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Ford, Mercedes, BYD F3DM, Hyundai, Kia and Others

Chart 356: Asia-Pacific Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Ford, Mercedes, BYD F3DM, Hyundai, Kia and Others in USD Million

Chart 357: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Ford, Mercedes, BYD F3DM, Hyundai, Kia and Others

Chart 358: Asia-Pacific Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode, Plug-In and Others in Units

Chart 359: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode, Plug-In and Others

Chart 360: Asia-Pacific Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode, Plug-In and Others in USD Million

Chart 361: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode, Plug-In and Others

Chart 362: Asia-Pacific Toyota Prius Sales Analysis (2006-2015) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore and Taiwan in Units

Chart 363: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Toyota Prius Unit Sales Share (%) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore and Taiwan

Chart 364: Asia-Pacific Toyota Other Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – South Korea and Thailand in Units

Chart 365: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Toyota Other Hybrid Cars Unit Sales Share (%) by Geographic Region – South Korea and Thailand

Chart 366: Asia-Pacific Lexus Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – Australia, South Korea, New Zealand, Singapore, Taiwan and Thailand in Units

Chart 367: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Lexus Hybrid Cars Unit Sales Share (%) by Geographic Region – Australia, South Korea, New Zealand, Singapore, Taiwan and Thailand

Chart 368: Asia-Pacific Honda Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – Australia, India, South Korea, New Zealand, Singapore and Thailand in Units

Chart 369: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Honda Hybrid Cars Unit

Sales Share (%) by Geographic Region – Australia, India, South Korea, New Zealand, Singapore and Thailand

Chart 370: Taiwanese Ford Hybrid Cars Sales Analysis (2006-2007) in Units

Chart 371: Asia-Pacific Mercedes Hybrid Cars Sales Analysis (2009-2015) by Geographic Region – South Korea and Taiwan in Units

Chart 372: Glance at 2009, 2012 and 2015 Asia-Pacific Mercedes Hybrid Cars Unit Sales Share (%) by Geographic Region – South Korea and Taiwan

Chart 373: Chinese BYD F3DM Hybrid Cars Sales Analysis (2009-2015) in Units

Chart 374: South Korean Hyundai Hybrid Cars Sales Analysis (2009-2015) in Units

Chart 375: South Korean KIA Hybrid Cars Sales Analysis (2009-2015) in Units

Chart 376: Asia-Pacific Other Hybrid Cars Sales Analysis (2010-2015) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand in Units

Chart 377: Glance at 2011, 2013 and 2015 Asia-Pacific Other Hybrid Cars Unit Sales Share (%) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand

Chart 378: Asia-Pacific Series/Parallel Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand in Units

Chart 379: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Series/Parallel Hybrid Cars Unit Sales Share (%) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand

Chart 380: Asia-Pacific Parallel Hybrid Cars Sales Analysis (2006-2015) by Geographic Region – Australia, India, South Korea, New Zealand, Singapore and Thailand in Units

Chart 381: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Parallel Hybrid Cars Unit Sales Share (%) by Geographic Region – Australia, India, South Korea, New Zealand, Singapore and Thailand

Chart 382: Asia-Pacific Two-Mode Hybrid Cars Sales Analysis (2009-2015) by Geographic Region – South Korea and Taiwan in Units

Chart 383: Glance at 2009, 2012 and 2015 Asia-Pacific Two-Mode Hybrid Cars Unit Sales Share (%) by Geographic Region – South Korea and Taiwan

Chart 384: Chinese Plug-In Hybrid Cars Sales Analysis (2009-2015) in Units

Chart 385: Asia-Pacific Other Hybrid Type Cars Sales Analysis (2010-2015) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand in Units

Chart 386: Glance at 2011, 2013 and 2015 Asia-Pacific Other Hybrid Type Hybrid Cars Unit Sales Share (%) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand

Chart 387: Asia-Pacific Toyota Prius Market Analysis (2006-2015) by Geographic

Region – Australia, China, India, South Korea, New Zealand, Singapore and Taiwan in USD Million

Chart 388: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Toyota Prius Market Share (%) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore and Taiwan

Chart 389: Asia-Pacific Toyota Other Hybrid Cars Market Analysis (2006-2015) by Geographic Region – South Korea and Thailand in USD Million

Chart 390: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Toyota Other Hybrid Cars Market Share (%) by Geographic Region – South Korea and Thailand

Chart 391: Asia-Pacific Lexus Hybrid Cars Market Analysis (2006-2015) by Geographic Region – Australia, South Korea, New Zealand, Singapore, Taiwan and Thailand in USD Million

Chart 392: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Lexus Hybrid Cars Market Share (%) by Geographic Region – Australia, South Korea, New Zealand, Singapore, Taiwan and Thailand

Chart 393: Asia-Pacific Honda Hybrid Cars Market Analysis (2006-2015) by Geographic Region – Australia, India, South Korea, New Zealand, Singapore and Thailand in USD Million

Chart 394: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Honda Hybrid Cars Market Share (%) by Geographic Region – Australia, India, South Korea, New Zealand, Singapore and Thailand

Chart 395: Taiwanese Ford Hybrid Cars Market Analysis (2006-2007) in USD Million

Chart 396: Asia-Pacific Mercedes Hybrid Cars Market Analysis (2009-2015) by Geographic Region – South Korea and Taiwan in USD Million

Chart 397: Glance at 2009, 2012 and 2015 Asia-Pacific Mercedes Hybrid Cars Market Share (%) by Geographic Region – South Korea and Taiwan

Chart 398: Chinese BYD F3DM Hybrid Cars Market Analysis (2009-2015) in USD Million

Chart 399: South Korean Hyundai Hybrid Cars Market Analysis (2009-2015) in USD Million

Chart 400: South Korean KIA Hybrid Cars Market Analysis (2009-2015) in USD Million

Chart 401: Asia-Pacific Other Hybrid Cars Market Analysis (2010-2015) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand in USD Million

Chart 402: Glance at 2011, 2013 and 2015 Asia-Pacific Other Hybrid Cars Market Share (%) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand

Chart 403: Asia-Pacific Series/Parallel Hybrid Cars Market Analysis (2006-2015) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore,

Taiwan and Thailand in USD Million

Chart 404: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Series/Parallel Hybrid Cars Market Share (%) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand

Chart 405: Asia-Pacific Parallel Hybrid Cars Market Analysis (2006-2015) by Geographic Region – Australia, India, South Korea, New Zealand, Singapore and Thailand in USD Million

Chart 406: Glance at 2006, 2009, 2012 and 2015 Asia-Pacific Parallel Hybrid Cars Market Share (%) by Geographic Region – Australia, India, South Korea, New Zealand, Singapore and Thailand

Chart 407: Asia-Pacific Two-Mode Hybrid Cars Market Analysis (2009-2015) by Geographic Region – South Korea and Taiwan in USD Million

Chart 408: Glance at 2009, 2012 and 2015 Asia-Pacific Two-Mode Hybrid Cars Market Share (%) by Geographic Region – South Korea and Taiwan

Chart 409: Chinese Plug-In Hybrid Type Cars Market Analysis (2009-2015) in USD Million

Chart 410: Asia-Pacific Other Hybrid Type Cars Market Analysis (2010-2015) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand in USD Million

Chart 411: Glance at 2011, 2013 and 2015 Asia-Pacific Other Hybrid Type Hybrid Cars Market Share (%) by Geographic Region – Australia, China, India, South Korea, New Zealand, Singapore, Taiwan and Thailand

Australia

Chart 412: Australian Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda and Others in Units

Chart 413: Glance at 2006, 2009, 2012 and 2015 Australian Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda and Others

Chart 414: Australian Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda and Others in USD Million

Chart 415: Glance at 2006, 2009, 2012 and 2015 Australian Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda and Others

Chart 416: Australian Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in Units

Chart 417: Glance at 2006, 2009, 2012 and 2015 Australian Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

Chart 418: Australian Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in USD Million

Chart 419: Glance at 2006, 2009, 2012 and 2015 Australian Hybrid Cars Market Share

(%) by Hybrid Type – Series/Parallel, Parallel and Others

China

Chart 420: Chinese Hybrid Cars Sales Analysis (2007-2015) by Make/Model – Toyota Prius, BYD F3DM and Others in Units

Chart 421: Glance at 2009, 2012 and 2015 Chinese Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, BYD F3DM and Others

Chart 422: Chinese Hybrid Cars Market Analysis (2007-2015) by Make/Model – Toyota Prius, BYD F3DM and Others in USD Million

Chart 423: Glance at 2009, 2012 and 2015 Chinese Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, BYD F3DM and Others

Chart 424: Chinese Hybrid Cars Sales Analysis (2007-2015) by Hybrid Type – Series/Parallel, Plug-In and Others in Units

Chart 425: Glance at 2009, 2012 and 2015 Chinese Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Plug-In and Others

Chart 426: Chinese Hybrid Cars Market Analysis (2007-2015) by Hybrid Type – Series/Parallel, Plug-In and Others in USD Million

Chart 427: Glance at 2009, 2012 and 2015 Chinese Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Plug-In and Others

India

Chart 428: Indian Hybrid Cars Sales Analysis (2008-2015) by Make/Model – Toyota Prius, Honda and Others in Units

Chart 429: Glance at 2011, 2013 and 2015 Indian Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Honda and Others

Chart 430: Indian Hybrid Cars Market Analysis (2008-2015) by Make/Model – Toyota Prius, Honda and Others in USD Million

Chart 431: Glance at 2011, 2013 and 2015 Indian Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Honda and Others

Chart 432: Indian Hybrid Cars Sales Analysis (2008-2015) by Hybrid Type – Series/Parallel, Parallel and Others in Units

Chart 433: Glance at 2011, 2013 and 2015 Indian Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

Chart 434: Indian Hybrid Cars Market Analysis (2008-2015) by Hybrid Type – Series/Parallel, Parallel and Others in USD Million

Chart 435: Glance at 2011, 2013 and 2015 Indian Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

South Korea

- Chart 436: South Korean Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Hyundai, Kia Mercedes and Others in Units
- Chart 437: Glance at 2009, 2012 and 2015 South Korean Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Hyundai, Kia Mercedes and Others
- Chart 438: South Korean Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Hyundai, Kia Mercedes and Others in USD Million
- Chart 439: Glance at 2009, 2012 and 2015 South Korean Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Toyota Other, Lexus, Honda, Hyundai, Kia Mercedes and Others
- Chart 440: South Korean Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units
- Chart 441: Glance at 2006, 2009, 2012 and 2015 South Korean Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others
- Chart 442: South Korean Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million
- Chart 443: Glance at 2006, 2009, 2012 and 2015 South Korean Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

New Zealand

- Chart 444: New Zealand Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda and Others in Units
- Chart 445: Glance at 2006, 2009, 2012 and 2015 New Zealand Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda and Others
- Chart 446: New Zealand Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda and Others in USD Million
- Chart 447: Glance at 2006, 2009, 2012 and 2015 New Zealand Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda and Others
- Chart 448: New Zealand Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in Units
- Chart 449: Glance at 2006, 2009, 2012 and 2015 New Zealand Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel and Others
- Chart 450: New Zealand Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in USD Million
- Chart 451: Glance at 2006, 2009, 2012 and 2015 New Zealand Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

Singapore

Chart 452: Singaporean Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda and Others in Units

Chart 453: Glance at 2006, 2009, 2012 and 2015 Singaporean Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Honda and Others

Chart 454: Singaporean Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Honda and Others in USD Million

Chart 455: Glance at 2006, 2009, 2012 and 2015 Singaporean Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Honda and Others

Chart 456: Singaporean Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in Units

Chart 457: Glance at 2006, 2009, 2012 and 2015 Singaporean Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

Chart 458: Singaporean Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in USD Million

Chart 459: Glance at 2006, 2009, 2012 and 2015 Singaporean Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

Taiwan

Chart 460: Taiwanese Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Ford, Mercedes and Others in Units

Chart 461: Glance at 2006, 2009, 2012 and 2015 Taiwanese Hybrid Cars Unit Sales Share (%) by Make/Model – Toyota Prius, Lexus, Ford, Mercedes and Others

Chart 462: Taiwanese Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Prius, Lexus, Ford, Mercedes and Others in USD Million

Chart 463: Glance at 2006, 2009, 2012 and 2015 Taiwanese Hybrid Cars Market Share (%) by Make/Model – Toyota Prius, Lexus, Ford, Mercedes and Others

Chart 464: Taiwanese Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Two-Mode and Others in Units

Chart 465: Glance at 2006, 2009, 2012 and 2015 Taiwanese Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Two-Mode and Others

Chart 466: Taiwanese Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Two-Mode and Others in USD Million

Chart 467: Glance at 2006, 2009, 2012 and 2015 Taiwanese Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Two-Mode and Others

Thailand

Chart 468: Thai Hybrid Cars Sales Analysis (2006-2015) by Make/Model – Toyota Other, Lexus, Honda, and Others in Units

Chart 469: Glance at 2006, 2009, 2012 and 2015 Thai Hybrid Cars Unit Sales Share

(%) by Make/Model – Toyota Other, Lexus, Honda and Others

Chart 470: Thai Hybrid Cars Market Analysis (2006-2015) by Make/Model – Toyota Other, Lexus, Honda and Others in USD Million

Chart 471: Glance at 2006, 2009, 2012 and 2015 Thai Hybrid Cars Market Share (%) by Make/Model – Toyota Other, Lexus, Honda and Others

Chart 472: Thai Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in Units

Chart 473: Glance at 2006, 2009, 2012 and 2015 Thai Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

Chart 474: Thai Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel and Others in USD Million

Chart 475: Glance at 2006, 2009, 2012 and 2015 Thai Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel and Others

REST OF WORLD

Chart 476: Rest of World Hybrid Cars Sales Analysis (2006-2015) by Make – Toyota, Lexus, Honda, Mercedes and Others in Units

Chart 477: Glance at 2006, 2009, 2012 and 2015 Rest of World Hybrid Cars Unit Sales Share (%) by Make – Toyota, Lexus, Honda, Mercedes and Others

Chart 478: Rest of World Hybrid Cars Market Analysis (2006-2015) by Make – Toyota, Lexus, Honda, Mercedes and Others in USD Million

Chart 479: Glance at 2006, 2009, 2012 and 2015 Rest of World Hybrid Cars Market Share (%) by Make – Toyota, Lexus, Honda, Mercedes and Others

Chart 480: Rest of World Hybrid Cars Sales Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in Units

Chart 481: Glance at 2006, 2009, 2012 and 2015 Rest of World Hybrid Cars Unit Sales Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

Chart 482: Rest of World Hybrid Cars Market Analysis (2006-2015) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others in USD Million

Chart 483: Glance at 2006, 2009, 2012 and 2015 Rest of World Hybrid Cars Market Share (%) by Hybrid Type – Series/Parallel, Parallel, Two-Mode and Others

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