

Top Five Global Electric Vehicle Companies: Performance, Strategies and Competitive Analysis, December 2012

<https://marketpublishers.com/r/TBDE113259CEN.html>

Date: December 2012

Pages: 0

Price: US\$ 1,980.00 (Single User License)

ID: TBDE113259CEN

Abstracts

The global electric vehicle industry is estimated to reach \$73.9 billion, with a CAGR of 8% during the next five years. Key industry players are planning to maximize market share in emerging markets by capitalizing on the strengths of new green technology and offering tailor-made products that are expected to attract customers.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on top five electric vehicle companies and presents its findings in Top Five Global Electric Vehicle Companies: Performance, Strategies and Competitive Analysis.

The report briefly discusses the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies, and provides a SWOT analysis.

Lucintel's report depicts the key challenges faced by the industry. There has been a decrease in the market share primarily due to lower production from the companies. The decline is also related to reduced participation in the low margin business due to the economic crisis. The maintenance costs of vehicles and fluctuating preferences of customers have affected the electric vehicle industry as well.

In addition to these challenges, the study focuses on the key drivers of the industry. Electric cars have advantage over traditional cars in terms of efficiency. The average efficiency is approximately 80%, which is far better than that of traditional gasoline-powered vehicles. Rising environmental awareness among consumers and high oil prices before and after the recession have prompted consumers to purchase hybrid and

electric vehicles, or at least to consider buying in the future.

The report briefly describes the top five global electric vehicle companies:

Daimler

Ford

General Motors

Toyota

Volkswagen

Continuous modernization and technological expansion, high investment in research and development, government policies and safety regulations are seen to affect industry dynamics highly.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global electric vehicle companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

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