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Automotive Multi-Wheel Drive Systems Market by Vehicle Type (Passenger Car, Light & Heavy Commercial Vehicle), System Type (Automatic and Manual) and by Geography (Asia-Oceania, Europe, North America, RoW) - Global Trends and Forecast to 2020

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Abstracts

All-wheel drive systems were introduced in the automotive industry during 1980s in developed regions such as Europe and North America. Advancement in technology and emphasis on research and development has given a new face to these systems. At present, AWD systems have been classified into automatic and manual systems. Manual AWD systems require human intervention for initiation of the process, whereas automatic systems have intelligent control over the process. In earlier days, these systems were available only in high-end premium segment cars and their advantages unknown to majority of the consumers around the world. The introduction of AWD systems in small passenger cars and other vehicles has increased the demand globally. Additionally, increasing demand of SUVs globally, increased safety awareness, affordability, fuel efficiency, stability, and control are some of the factors driving demand of multi-wheel drive systems.

The report also provides a comprehensive review of market drivers, restraints, opportunities, challenges, and key issues in the global automotive multi-wheel drive systems market. Key players in the market for automotive multi-wheel drive system have also been identified and profiled. Apart from quantitative analysis of these markets, the report also covers qualitative aspects such as value chain analysis, PEST analysis and Porter’s Five Force analysis for the global automotive multi-wheel drive systems market.

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This report classifies the automotive multi-wheel drive systems market by region (Asia-Oceania, North America, Europe, and RoW); by vehicle type (passenger cars, light commercial vehicles, and heavy commercial vehicles); and by system type (automatic and manual). Key players in the automotive multi-wheel drive systems market have also been identified and profiled.

The automotive multi-wheel drive system market is dominated by few major players with many other small/medium players. Few of the key players include ZF Friedrichshafen AG (Germany), Continental AG (Germany), Magna International Inc. (Canada), BorgWarner Inc. (U.S.), and JTEKT Corporation (Japan). The major strategies adopted by these key market players include regional expansion and new product development.

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Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY
1.2 MARKET DEFINITION
1.3 MARKET SCOPE
  1.3.1 MARKETS COVERED
  1.3.2 YEARS CONSIDERED IN THE REPORT
1.4 CURRENCY
1.5 LIMITATIONS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA
2.2 SECONDARY DATA
  2.2.1 KEY SECONDARY SOURCES
  2.2.2 DATA FROM SECONDARY SOURCES
2.3 PRIMARY DATA
  2.3.1 SAMPLING TECHNIQUES & DATA COLLECTION METHODS
  2.3.2 PRIMARY PARTICIPANTS
2.4 FACTOR ANALYSIS
  2.4.1 INTRODUCTION
  2.4.2 DEMAND SIDE ANALYSIS
    2.4.2.1 Impact of GDP on commercial vehicle sales
    2.4.2.2 Urbanization Vs passenger cars per 1000 people
    2.4.2.3 Infrastructure: Roadways
  2.4.3 SUPPLY SIDE ANALYSIS
    2.4.3.1 Increasing vehicle production in developing countries
    2.4.3.2 Influence of other factors
2.5 MARKET SIZE ESTIMATION
2.6 DATA TRIANGULATION
2.7 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

4.1 INTRODUCTION

4.2 GLOBAL AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET SCENARIO
4.3 GLOBAL AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET GROWTH, BY COUNTRY ('000 UNITS)
4.4 GLOBAL AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET, BY REGION, 2020 ($MILLION)
4.5 GLOBAL AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET, BY SYSTEM TYPE, 2014 VS 2020 ($MILLION)
4.6 GLOBAL AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET, BY VEHICLE TYPE, 2014 ($MILLION)

5 MARKET OVERVIEW

5.1 INTRODUCTION
5.2 MARKET SEGMENTATION
  5.2.1 BY SYSTEM TYPE
  5.2.2 BY VEHICLE TYPE
  5.2.3 BY REGION
5.3 MARKET DYNAMICS
  5.3.1 DRIVERS
    5.3.1.1 Increasing global demand for SUVs
    5.3.1.2 Unfavourable terrain for safe driving
    5.3.1.3 Increasing demand for improved vehicle safety, stability, & enhanced driving dynamics
  5.3.2 RESTRAINTS
    5.3.2.1 Stringent fuel economy standards
    5.3.2.2 High cost of the system
  5.3.3 OPPORTUNITIES
    5.3.3.1 Automatic AWD
  5.3.4 CHALLENGES
    5.3.4.1 Lack of awareness among consumers about the multi-wheel drive systems in developing nations
5.4 BURNING ISSUE
  5.4.1 WHAT WHEEL DRIVE?
5.5 VALUE CHAIN ANALYSIS
5.6 PORTER'S FIVE FORCES ANALYSIS
  5.6.1 THREAT OF NEW ENTRANTS
  5.6.2 THREAT OF SUBSTITUTES
  5.6.3 BARGAINING POWER OF SUPPLIERS
  5.6.4 BARGAINING POWER OF BUYERS

5.6.5 INTENSITY OF COMPETITIVE RIVALRY

6 TECHNOLOGY OVERVIEW

6.1 INTRODUCTION
6.2 AUTOMATIC VS MANUAL ALL-WHEEL DRIVE SYSTEMS
6.2.1 AUTOMATIC ALL-WHEEL DRIVE (AWD) SYSTEMS
6.2.2 MANUAL ALL-WHEEL DRIVE (4WD) SYSTEMS
6.2.3 ADVANTAGES & DISADVANTAGES OF AUTOMATIC & MANUAL ALL-WHEEL DRIVE SYSTEMS
6.3 COMPONENTS OF AUTOMATIC & MANUAL ALL-WHEEL DRIVE SYSTEMS
6.3.1 COMPONENTS OF MANUAL ALL-WHEEL DRIVE SYSTEMS
6.3.1.1 Differential
6.3.1.1.1 Torsen Limited Slip Differentials
6.3.1.1.2 Open Differentials
6.3.1.2 Transfer case
6.3.1.3 Wheel Hub
6.3.2 COMPONENTS OF AUTOMATIC ALL-WHEEL DRIVE SYSTEM
6.3.2.1 Power transfer unit
6.3.2.2 Propshaft:
6.3.2.3 AWD couplings:
6.3.2.4 Final drive unit (FDU):
6.3.2.5 Disconnect
6.4 APPLICATIONS OF AUTOMATIC & MANUAL ALL-WHEEL DRIVE VEHICLES
6.4.1 APPLICATIONS OF AUTOMATIC ALL-WHEEL DRIVE VEHICLES
6.4.2 APPLICATIONS OF MANUAL ALL-WHEEL DRIVE VEHICLES
6.5 TECHNOLOGICAL ROADMAP
6.6 GROWING TREND IN THE MULTI-WHEEL DRIVE SYSTEMS MARKET
6.6.1 THE AWD-DISCONNECT SYSTEM
6.7 MAJOR COMPANY – SPECIFIC MULTI-WHEEL DRIVE SYSTEMS
6.7.1 ECOTRAC DISCONNECTING AWD SYSTEM – BY AMERICAN AXLE MANUFACTURING
6.7.2 ECONNECT AWD SYSTEM – BY ZF FRIEDRICHSHAFEN AG
6.7.3 GKN DRIVELINE DISCONNECTING AWD SYSTEM – BY GKN PLC
6.7.4 HALDEX GEN V ALL-WHEEL DRIVE SYSTEM – BY BORGWARNER INC.
6.7.5 DYNAMAX ALL-WHEEL DRIVE (AWD) SYSTEM – BY MAGNA INTERNATIONAL INC.
6.7.6 INTELLIGENT TORQUE CONTROLLED COUPLING (ITCC) – BY JTEKT CORPORATION

6.7.7 SUPER HANDLING ALL WHEEL DRIVE SYSTEM – BY HONDA MOTOR COMPANY
6.8 WHO SUPPLIES TO WHOM

7 GLOBAL AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET, BY SYSTEM TYPE

7.1 INTRODUCTION
7.2 MANUAL ALL-WHEEL DRIVE SYSTEM
7.3 AUTOMATIC ALL-WHEEL DRIVE SYSTEM
7.3.1 ASIA-OCEANIA
7.3.1.1 China
7.3.1.2 India
7.3.1.3 Japan
7.3.1.4 South Korea
7.3.2 EUROPE
7.3.2.1 Germany
7.3.2.2 The U.K.
7.3.2.3 France
7.3.3 NORTH AMERICA
7.3.3.1 U.S.
7.3.3.2 Canada
7.3.3.3 Mexico
7.3.4 ROW
7.3.4.1 Brazil
7.3.4.2 South Africa

8 GLOBAL AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET, BY VEHICLE TYPE

8.1 INTRODUCTION
8.2 BY VEHICLE TYPE
8.2.1 PASSENGER CARS
8.2.2 LIGHT COMMERCIAL VEHICLES
8.2.3 HEAVY COMMERCIAL VEHICLES
8.2.4 ASIA-OCEANIA
8.2.4.1 China
8.2.4.2 India
8.2.4.3 Japan

8.2.4.4 South Korea
8.2.5 EUROPE
8.2.5.1 Germany
8.2.5.2 U.K.
8.2.5.3 France
8.2.6 NORTH AMERICA
8.2.6.1 U.S.
8.2.6.2 Canada
8.2.6.3 Mexico
8.2.7 ROW
8.2.7.1 Brazil
8.2.7.2 South Africa

9 REGIONAL ANALYSIS

9.1 INTRODUCTION
9.1.1 ASIA-OCEANIA
9.1.2 EUROPE
9.1.3 NORTH AMERICA
9.1.4 ROW
9.2 PEST ANALYSIS
9.2.1 POLITICAL FACTORS
9.2.1.1 Asia-Oceania
9.2.1.2 North America
9.2.1.3 Europe
9.2.1.4 Rest of the World
9.2.2 ECONOMIC FACTORS
9.2.2.1 Asia-Oceania
9.2.2.2 North America
9.2.2.3 Europe
9.2.2.4 Rest of the World
9.2.3 SOCIAL FACTORS
9.2.3.1 Asia-Oceania
9.2.3.2 North America
9.2.3.3 Europe
9.2.3.4 Rest of the World
9.2.4 TECHNOLOGICAL FACTORS
9.2.4.1 Asia-Oceania
9.2.4.2 North America

9.2.4.3 Europe
9.2.4.4 Rest of the World

10 COMPETITIVE LANDSCAPE

10.1 OVERVIEW
10.2 MARKET SHARE ANALYSIS, 2014
10.3 BATTLE FOR MARKET SHARE: NEW PRODUCT DEVELOPMENT & LAUNCH WAS

THE KEY STRATEGY

10.4 COMPETITIVE SITUATION AND TRENDS
10.5 EXPANSIONS
10.6 NEW PRODUCT LAUNCHES
10.7 MERGERS & ACQUISITIONS
10.8 SUPPLY CONTRACTS

11 COMPANY PROFILES

(Company at a Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)*

11.1 INTRODUCTION
11.2 ZF FRIEDRICHSHAFEN AG
11.3 CONTINENTAL AG
11.4 MAGNA INTERNATIONAL INC.
11.5 BORGWARNER INC.
11.6 JTEKT CORPORATION
11.7 AMERICAN AXLE MANUFACTURING
11.8 EATON CORPORATION PLC
11.9 GKN PLC
11.10 DANA HOLDING CORPORATION
11.11 OERLIKON INC.

*Details on company at a glance, recent financials, products & services, strategies & insights, & recent developments might not be captured in case of unlisted companies.

12 APPENDIX

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12.1 INSIGHTS OF INDUSTRY EXPERTS
12.2 DISCUSSION GUIDE
12.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE
12.4 AVAILABLE CUSTOMIZATIONS
12.5 RELATED REPORTS

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List Of Tables

LIST OF TABLES

Table 1 MICRO AND MACRO FACTOR ANALYSIS
Table 2 KEY OEMS & THEIR SUVS WITH AWD & 4WD SYSTEMS
Table 3 IMPACT OF DRIVERS ON THE AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET
Table 4 IMPACT OF RESTRAINT ON THE AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET
Table 5 IMPACT OF OPPORTUNITIES ON THE MULTI-WHEEL DRIVE SYSTEMS MARKET
Table 6 IMPACT OF CHALLENGES ON THE MULTI-WHEEL DRIVE SYSTEMS MARKET
Table 7 AWD & 4WD SYSTEM MANUFACTURERS AND THEIR R&D SPENDING (2014)
Table 8 AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET SIZE, BY SYSTEM TYPE, 2012–2020 (‘OOO UNITS)
Table 9 AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 10 ASIA-OCEANIA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET SIZE, BY SYSTEM TYPE, 2012–2020 (‘000 UNITS)
Table 11 ASIA-OCEANIA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 12 CHINA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 (‘000 UNITS)
Table 13 CHINA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 14 INDIA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 (‘000 UNITS)
Table 15 INDIA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 16 JAPAN: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 (‘000 UNITS)
Table 17 JAPAN: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 18 SOUTH KOREA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 (‘000 UNITS)
Table 19 SOUTH KOREA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET

SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 20 EUROPE: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ('000 UNITS)
Table 21 EUROPE: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 22 GERMANY: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ('000 UNITS)
Table 23 GERMANY: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 24 THE U.K.: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ('000 UNITS)
Table 25 THE U.K.: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 26 FRANCE: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ('000 UNITS)
Table 27 FRANCE: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 28 NORTH AMERICA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ('000 UNITS)
Table 29 NORTH AMERICA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 30 U.S.: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ('000 UNITS)
Table 31 U.S.: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 32 CANADA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ('000 UNITS)
Table 33 CANADA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 34 MEXICO: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ('000 UNITS)
Table 35 MEXICO: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 36 ROW: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ('000 UNITS)
Table 37 ROW: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 38 BRAZIL: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ('000 UNITS)

Table 39 BRAZIL: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 40 SOUTH AFRICA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ('000 UNITS)
Table 41 SOUTH AFRICA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY SYSTEM TYPE, 2012–2020 ($MILLION)
Table 42 GLOBAL AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ('OOO UNITS)
Table 43 GLOBAL: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 44 ASIA-OCEANIA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ('000 UNITS)
Table 45 ASIA-OCEANIA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 46 CHINA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ('000 UNITS)
Table 47 CHINA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 48 INDIA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ('000 UNITS)
Table 49 INDIA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 50 JAPAN: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ('000 UNITS)
Table 51 JAPAN: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 52 SOUTH KOREA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ('000 UNITS)
Table 53 SOUTH KOREA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 54 EUROPE: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ('000 UNITS)
Table 55 EUROPE: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 56 GERMANY: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ('000 UNITS)
Table 57 GERMANY: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 58 U.K.: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY

VEHICLE TYPE, 2012–2020 (‘000 UNITS)
Table 59 U.K.: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 60 FRANCE: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 (‘000 UNITS)
Table 61 FRANCE: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 62 NORTH AMERICA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 (‘000 UNITS)
Table 63 NORTH AMERICA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 64 U.S.: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 (‘000 UNITS)
Table 65 U.S.: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 66 CANADA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 (‘000 UNITS)
Table 67 CANADA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 68 MEXICO: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 (‘000 UNITS)
Table 69 MEXICO: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 70 ROW: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 (‘000 UNITS)
Table 71 ROW: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 72 BRAZIL: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 (‘000 UNITS)
Table 73 BRAZIL: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 74 SOUTH AFRICA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 (‘000 UNITS)
Table 75 SOUTH AFRICA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY VEHICLE TYPE, 2012–2020 ($MILLION)
Table 76 AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET SIZE, BY REGION, 2012–2020 (‘OOO UNITS)
Table 77 AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET SIZE, BY REGION, 2012–2020 ($MILLION)

Table 78 ASIA-OCEANIA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEMS MARKET SIZE, BY COUNTRY, 2012–2020 ('000 UNITS)
Table 79 ASIA-OCEANIA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY COUNTRY, 2012–2020 ($MILLION)
Table 80 EUROPE: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY COUNTRY, 2012–2020 ('000 UNITS)
Table 81 EUROPE: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY COUNTRY, 2012–2020 ($MILLION)
Table 82 NORTH AMERICA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY COUNTRY, 2012–2020 ('000 UNITS)
Table 83 NORTH AMERICA: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY COUNTRY, 2012–2020 ($MILLION)
Table 84 ROW: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY COUNTRY, 2012–2020 ('000 UNITS)
Table 85 ROW: AUTOMOTIVE MULTI-WHEEL DRIVE SYSTEM MARKET SIZE, BY COUNTRY, 2012–2020 ($MILLION)
Table 86 EXPANSIONS, 2014-2015
Table 87 NEW PRODUCT LAUNCHES, 2014-2015
Table 88 MERGERS & ACQUISITIONS, 2010–2012
Table 89 SUPPLY CONTRACTS, 2014-2015

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About

The automotive multi-wheel drive systems market has been segmented based upon key geographical regions. These geographies combine various major country-level markets of the siad regions under one single head and provide market size estimates by volume and value for the market for these systems from 2012 to 2019. There are four major regional markets considered in this report—Asia-Oceania, Europe, North America, and RoW. The Asia-Oceania region is a market driven largely by the demand for small-sized economy class vehicles, whereas the European and North American markets are more inclined towards the luxury offerings in the market. The RoW region is anticipated to be a major hub for automotive OEMs to the developing economies of the African and the Middle-East regions as well as the Latin American market.

From 2010, China is holding the top position in the global automotive production and is projected to further strengthen its position in the market in the near future. As of 2013, China, Japan, South Korea, and India together contributed around XX% of the global automobile production. The Asia-Oceania region houses some of the most-powerful automotive giants across the globe. The Japanese market has slowed down since the Great East Japan Earthquake of 2011; however, the country is still showing progress and is estimated to remain a major contributor to the global automotive industry through its technological prowess. The other important markets in the region are South Korea and India that also pose as opportunistic markets for the automotive multi-wheel drive system manufacturers.

The European automotive market has been on a slow recovery path from the economic meltdown at the end of the last decade. The key countries, such as Germany, Spain, France and the U.K., are ranked in top XX production markets for automotive with a mere contribution share of around XX% in 2013. However, it is anticipated to show a significant progress in the next few years, as the industry is estimated to be in the recovery phase by 2014. The region is home to some of the most profound names in the global automotive industry. German automotive OEMs such as Mercedes Benz, BMW, and Audi have been on the technological forefront of the industry and have continuously evolved their vehicles' components with time. These changes have then trickled down to the lower segment manufacturers who have incorporated these technologies into their vehicles as the prices for these technologies have gone down.

The North American region has always been one of the most significant regions for the automotive industry. The three countries—U.S., Mexico, and Canada—have contributed

to almost XX% to global automotive production in 2013, with the U.S. being the second-largest manufacturer globally. With more than one motor vehicle per person across its population, the region commands a strong position in the global industry. The recession hit the U.S. However, in 2008, the economy in the largest market of the North American region has bounced back and so has the automotive industry, which is showing a strong growth and is projected to overtake the European market during the next five years. The U.S. market has experienced a significant inclination towards the multi-wheel drive systems in the past few years and is been projected as one of the potential markets for these systems. The other two markets in the region are Mexico and Canada of which Mexico is one of the major exporters of the region.

The RoW region is characterized by a variety of economies. On one hand, it has Brazil which has presented itself on the global market owing to the interest from major automotive OEMs in the region such as Volkswagen, Ford, Renault, and others. In contrast, it has Russia, which is catapulting itself into the automotive industry, based on a strong growth in the production levels. The resulting market in the region is one which has a large untapped potential for the OEMs to exploit. This report covers the market size for automotive AWD and 4WD systems in the region in terms of volume and value.

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