

South American Automotive Production Outlook to 2018 by Vehicle Type (Passenger Cars, LCV, and HCV), Fuel Type (Gasoline, Diesel, and Others) and Key Country Level Markets (Brazil and Argentina)

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Abstracts

South American countries are expanding its presence in the world markets owing to their growing economies. With the automotive sector being one of the major contributors to a country's GDP to boost the growth potential of automotive industries, the South American governments are taking certain measures to increase competition and stimulate the economy that could positively affect the market. The FDIs from long-term established companies such as Fiat and Volkswagen have resulted in the increased capital in automobile industry. Brazil, the leading automotive market in South America, is largely controlled by three major companies: Fiat-Chrysler, Volkswagen, and General Motors. The increasing trend in the production has prompted strong investments from a number of manufacturers, thus contributing a larger share of FDIs. Argentinean market is growing at a rapid rate with cheap labor force available in the country.

The South American market is expected to grow at a CAGR of 4.5% by 2018. The Brazilian market is expected to flourish at a higher rate compared to other countries in South America on account of the growing urbanization, expansion of plants, and heavy investments made by the industries.

This report covers the vehicle production in terms of volume (thousand units) from 2011 to 2018. The production is segmented by Geography (Brazil, Argentina, and others), Vehicle type (Passenger cars, Light commercial vehicles, and Heavy commercial vehicles) and Fuel type (Gasoline, Diesel, and others). Production estimates are provided for individual countries.

The report also provides a comprehensive review of the market drivers, restraints, opportunities, and challenges in the South American automotive market. The major automotive OEMs in the market have also been identified and profiled.

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About

The South American automobile industry is growing at a persistent level. During the course of time the automobile industry has started maturing due to various reasons such as experiencing the fastest growth in FDI's, increasing GDP, cheap labor and an attractive emerging market with untapped potential in countries like Brazil, Argentina, and Columbia.

The automobile industry in South America can be sub-segmented into two different types. Firstly, according to the vehicle type that will consist of passenger cars, light-duty commercial vehicles (LCVs), and heavy-duty commercial vehicles (HCVs).

Secondly, according to the fuel type, typically gasoline, diesel, and other fuel types. Other fuel types consist of electric and natural gas.

The entire automobile industry in the South American region is expected to grow at a CAGR of XX% from 2013 to 2018. The largest automobile production in the South American region is that of Brazil which has XX thousand units in 2013 and is expected to grow at a CAGR of XX% to XX thousand units in the year 2018. The second largest producer of vehicles in the region after Brazil is Argentina followed by other countries like Columbia, Peru, Venezuela, and others.

There are three vehicle types in the South American automobile industry. They are passenger cars, light-duty commercial vehicles (LCVs), and heavy-duty commercial vehicles (HCVs). A major share of the automobile market in the South American region is taken by passenger cars which stand at XX thousand units in 2013 and is expected to grow up to XX thousand units by the end of 2018 at a CAGR of XX%. The country with the largest production of passenger cars is Brazil with XX thousand units in 2013, followed by Argentina and other countries in the Latin American region.

Of the three categories of fuel types in the complete South American region, the most popular fuel type amongst automotive OEMs is gasoline. The total number of automobiles with gasoline dependent engines produced in the year 2013 was XX thousand units and is expected to grow at a CAGR of XX% to reach up to XX thousand units by the year 2018. Due to the changing government mandates regarding the emission norms, not going by the general trend in South America, Argentina has a higher share of vehicles produced that run on diesel as their primary fuel, followed by other fuel types. Contrary to Argentina, a law has been passed in Brazil as to none of

the passenger cars would be made available in the diesel segment.

However, the growth in diesel engines is expected to be at CAGR of XX% between 2013 and 2018, which is primarily for export purposes. The growth in other fuel types is quite high as to gasoline and diesel, but the volume of vehicles using this clean fuel remains low.

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