

North America's Top 7 Armored Vehicle Manufacturers - Annual Strategy Dossier – 2016 - AM General, BAE Systems Inc., GDLS, Lockheed Martin, Navistar Defense, Oshkosh Corporation, Textron Systems

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Abstracts

Armored vehicles have been an integral & strategic element of the force structure of land forces globally since the advent & first realizations of the significance of armor for combat in World War I which followed rapid further developments & subsequent extensive utilization in the World War II. Armor's role in providing mobility, troop protection and lethal firepower was further underscored & demonstrated effectively across the Iraq & Afghanistan war theatres during the allied war operations, which were the first military operations of the 21st century and witnessed a significant change in threat landscape underscored by IEDs, RPGs & ATGMs while combating asymmetric warfare with battlefield boundaries being nebulous at best and non-existent at the worst. This evolution of threat landscape drove the development of a new class of vehicles, i.e. MRAPs, which have proved to be an effective response to a serious threat from IEDs, RPGs and ATGMs to armor survivability; which collectively have questioned the very *raison d'être* of previous generation light & medium armor in a completely altered threat landscape. This pivotal alteration in threat landscape has thus been the key driver of replacement demand for the ageing armored vehicles fleet globally dating back to the cold war era. Additionally, strategic changes in as well as evolution of the traditional world order & geo-political dynamics marked by the resurgence of Russia with the impressive showcasing of military capabilities across Ukraine & Syria and the emergence of China as a key regional economic and military power in the Asia-Pacific region have already started driving up defense budgets across most parts of the world.

The United States Army is planning a comprehensive upgrade of its combat vehicles

fleet under its latest modernization strategy with focus on significant overall capability upgrades over existing platforms, pursuit of incremental performance improvements across the fleet along-with replacements & new platform acquisitions across its Infantry, Stryker and Armor Brigade Combat Teams (BCT) over medium term. Award of initial stages funding to some key Army programs over the recent years, which include, JLTV, AMPV, M2/M3 Bradley ECP upgrades, M109A7 Paladin & Stryker upgrades highlight the priority being placed on bridging the capabilities gaps. Further, a number of new acquisition programs are likely to be initiated over near to medium term with focus on recapitalizing core assets of the Infantry & Armor BCTs. A broad range of planned capability upgrades, too, are likely to be significant drivers of growth over medium term. The Canadian Army, too, has been looking for capability expansion & upgrades with planned pursuit of modernization programs like LAV III upgrades and new programs like TAPV while actively scouting for potential M113 replacements.

Against this backdrop, this unique annual report on OEMs analyzes the key strategies, plans and overall strategy focus across key industry OEMs who are gearing up for demand resurgence; which follows a brief hiatus over the recent years, and is marked by the initiation of a number of new recapitalization programs. All key industry OEMs are pursuing upcoming defense programs aggressively looking to drive business growth over near to medium term while leveraging existing product platforms & technologies intelligently. Additionally, the OEMs are also focusing significantly on emerging international exports opportunities actively from a growth perspective. The report identifies, outlines & analyzes key armored vehicle programs which are already initiated, awarded or in the pipeline stage and also maps out how the industry OEMs are preparing & likely to fit into a changing & evolving market landscape for armored vehicles in the years ahead.

Relevance & Usefulness:

Strategic Planning, Assessment & Decision-Making Processes

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans for all OEMs

Medium Term Market Outlook, Inputs on Market Evolution & Demand Growth

Identification of & Insights into Potential Growth Opportunities & Avenues for industry OEMs & the value chain

Detailed & Comprehensive Analysis of U.S. Army's Key Armored Vehicle Programs & Platforms and Growth Opportunities with respect to Capability Upgrades

Development of Custom, Market-specific Strategies aligned with Potential Growth Opportunities with respect to Upcoming Programs & Upgrades

Formulation, Development & Shaping of Business Growth Strategies

Conceptualization, Development & Shaping of Product Platform Specific Strategies

Adjustment & Alignment of Overall Strategy Focus and Resource Allocation for OEMs & Key Industry Players across Value Chain

For Whom:-

The report is essential & a must have for Government, Military & Senior Industry Personnel and all those with strategic interest & stakes in the North American as well as Global Armored Vehicles Market. The report will be extremely useful for Key Decision-Makers, Program Managers, Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Associated Equipment Manufacturers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms seeking/working on client projects, PE Firms, Venture Capitalists, PR & Advertising Agencies seeking/working on projects, Researchers and all those associated with the industry.

Features, Benefits & Reasons to Procure:-

The report is unique and is one of the most thorough resource on the sector containing Key Insights on OEM Strategies & Plans and Army's Key Armored Vehicle Programs. The report will also be extremely useful as an invaluable handbook & ready reckoner on U.S. Army's Key Armored Vehicle Programs & Platforms containing comprehensive analysis of key, current & upcoming Programs & Platforms (wheeled and tracked) along with identification & outlining of potential growth opportunities with reference to likely platform upgrades over near to medium term horizon across programs. The report

features a combination of quantitative and lucid qualitative analysis enriched significantly by visual representation & overall presentation style and thus will be a significant value-add for industry professionals looking for the competitive edge.

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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AM General LLC

BAE Systems
General Dynamics Land Systems
Lockheed Martin Corporation
Navistar Defense
Oshkosh Corporation
Textron Systems

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