

World's Top 7 Medium & Heavy Truck Manufacturers - Annual Strategy Dossier - 2019 - Daimler, Volvo, MAN, Scania, PACCAR, Navistar, Iveco

<https://marketpublishers.com/r/W9135264E81EN.html>

Date: June 2019

Pages: 225

Price: US\$ 1,575.00 (Single User License)

ID: W9135264E81EN

Abstracts

This annual 2019 edition of the report analyses the Overarching Strategic Focus & Priorities and provides comprehensive insights into the Key Strategies & Plans being conceptualized, formulated & implemented by the World's 7 leading Medium & Heavy Truck Manufacturers for the near to medium term horizon as they gear up for a technology led transformation phase marked by confounding uncertainties and disruptions with the electrification of trucks almost nearing the inflection point. The focus on CASE (Connected, Autonomous, Shared & Services and Electric) technologies continues to be at the core of this transformation with OEMs continuing to integrate an array of sensors, equipment & technologies on-board trucks which is likely to lead to the evolution of a number of new business models & concepts. The battle for electric trucks is getting fierce with almost all leading industry OEMs joining the fray with plans to foray into electric trucks segment as they face a significant challenge from start-ups and new industry entrants. These electric trucks are likely to be commercially produced & hit the market at the turn of the decade with the same likely to bring in tectonic shifts to the traditional trucking landscape & market dynamics forever.

The current phase of trucking industry's development and its likely evolution over medium term quintessentially is going to be defined and shaped by technology which has been rapidly evolving and is poised to disrupt markets at a lightning pace. The industry OEMs & players; which are able to adopt, invest in & incorporate right technologies for right applications to deliver overall value to customers, end users & stakeholders while creating significant competitive advantages for themselves, by leveraging this technology led differentiation; will be at the forefront of the one of the most disruptive phases for the industry going forward which is likely to be marked by the introduction of a number of technology enabled entirely new business models, concepts

& solutions.

The report analyzes as to how the industry OEMs are positioned and are gearing up for the highly dynamic & rapidly evolving trucking landscape based on a comprehensive analysis of their strategies & plans. The initial sections of the report provide a snapshot & overview on the market positioning & financial performance of each industry OEM while the SWOT Analysis framework analyses the core Strengths & Weaknesses and identifies potential Growth Opportunities & avenues and imminent/emerging Threats for each truck manufacturer. The middle sections of the report provide comprehensive analysis of the overall Strategy Focus and Insights into the Key Strategies and Plans for the OEMs. The concluding sections of the report provide analysis of key & emerging market & technology trends, issues & challenges and risk factors and assessing the medium term Demand Outlook for Trucks along-with Inputs on Market Evolution & Growth Projections.

For Whom: Key Decision-Makers across Industry Value Chain

Key Decision-Makers

Program & Procurement Managers

Top Management of Industry Players & Other Companies

Industry OEMs & Technology/Other Solutions Providers

Suppliers, Vendors, Sales & Distribution Channels and other Key Players in the Industry Value Chain

Fleet Operators, Logistics Solutions Providers, Associated Equipment Manufacturers & Technology Solutions Providers

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

Features, Benefits & Reasons to Procure:-

Quick Macro View and Big Picture Analysis

Blend of Quantitative & Qualitative Analysis for Strategic Planning Process

Quality & Reliability backed by over a decade of Research and Coverage of the Industry

Detailed, Strategic Analysis on Market & Trucking OEMs

Visual Representation enabling Easy Comprehension

Meetings & Presentation Ready Format for Quick Application

Superior & Enriched User Experience with Incorporation of Relevant Images, Graphs & Infographics

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