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China Automobile Sector Analysis

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Abstracts

The automobile industry in China has been witnessing an incessant development. With the vast consumer base having more purchasing power, and improved road infrastructure, China has become a renowned name in the global automobile industry. The country's low labor costs and supportive geographical location also make it one of the most attractive destinations for major market players. As per the estimation, carried out in our latest research report, the domestic production of completely built-up units in China will surge at a CAGR of around 19% during 2011-2014.

According to "China Automobile Sector Analysis", government initiatives have provided a significant boost to the Chinese auto industry, thereby placing it in forefront on the global automobile arena. During 2010, the demand for passenger cars and commercial vehicles had increased radically in China, which has also been making every possible effort to become the world's leading producer of new energy vehicle. We found that the government has recently announced various incentives and subsidies to boost the new energy vehicle market and make China the world's largest producer of electric cars. After the announcement, prominent global names like Toyota are planning to enter China's promising green vehicle market.

Our report studied how drivers and trends like capacity expansion, joint ventures and investment in new business models are expected to influence the growth of the Chinese automobile industry. We also observed that the changing lifestyle in tier-II and III cities have pushed the passenger car sales in China. With the rising disposable income levels, the sales of luxury cars have also been growing significantly in the country where BMW, Audi and Rolls Royce are prominent players in the segment. Also, the country has been posting a considerable growth in utility vehicle segment, particularly SUVs.

Overall, our research foresees immense opportunities for both domestic and international players in the Chinese automobile market. The detailed analysis of the

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market and its various segments and sub-segments has been covered in the comprehensive study. Besides, it includes forecasts for both sales and production of each market segment. In order to provide a better understanding of the automobile sector in China to clients, we have also studied the competitive landscape and incorporated a business overview of key foreign and domestic players in our report.

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