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A Study of Thailand's Auto Sector 2016

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Abstracts

Executive Summary

Thailand is the automotive hub of ASEAN and has the largest automotive production capacity among the Southeast Asian countries. In 2015, the country ranked 12th globally in vehicle manufacturing just ahead of the United Kingdom which produced 1,682,156 units and behind France's 1,970,000 vehicles. A crucial sector for Thailand's economy, the automotive industry constitutes approximately 12% of Thailand's gross domestic product.In 2015 the industry produced 1,913,002 vehicles: 761,346 passenger cars and 1,151,656 commercial vehicles.

Thailand is home to 50% of the top 100 auto parts manufacturers production facility. All major global players including Toyota Motors, Honda Automobile, Nissan Motors, Suzuki Motor, Mitsubishi Motors, General Motors, BMW, Volvo, Mercedes-Benz Thailand and Tata Motors are present in the country. Eco cars are an important segment of the auto industry in the country. Key eco cars available in the market include Toyota Yaris, Suzuki Swift, Mitsubishi Attrage& Mirage, Nisan Almera& March and Honda Brio

Why should the report be purchased?

The report 'A Study of Thailand's Auto Sector 2016' highlights key dynamics ofThailand's auto sector. The potential of the sector has been investigated along with key challenges.The current market scenario and future prospects of the sector has also been studied. The report contains profiles of key players including Toyota Motor Corporation, Mitsubishi Motors Corporation, Nissan Motor Company Ltd., Honda Motor Company, Ford Motor Company and Chevrolet. The report contains latest industry expert's opinion.

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Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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