

Current Dynamics - Australia Automobile Industry 2013

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Abstracts

At present the Australian auto industry is under tremendous pressure from imports and is suffering considerable fall in both market share and actual volume of cars manufactured. The total annual production of Australian-made automobiles for the domestic and export market currently stands at 200,000 vehicles and this figure was above 300,000 just a couple of years ago.

While Ford is ceasing its 90 years of auto manufacturing in Australia in late 2016, mass layoffs are anticipated by other leading players. One of the key reasons why the industry is suffering is that buyers now prefer foreign made particularly Japanese models rather than the large family sedans which have been the mainstay of the industry for decades.

Why should the report be purchased?

The report "Current Dynamics-Australia Automobile Industry 2013" highlights key challenges that the Australian auto sector is currently facing and the support being extended by the Government. An overview of leading players including Holden, Ford, Toyota, GM, Mazda and Hyundai has been presented. The current market scenario and future prospects of the sector has also been examined. The report contains latest industry leaders verbatim.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been 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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