

# **Brazil Tire Market Segmented By Vehicle Type (Passenger Car, Light Commercial Vehicle, Medium & Heavy Commercial Vehicle, Two Wheelers, Three Wheelers, OTR), By Tire Construction Type (Radial, Bias), By Demand Category Type (OEM, Replacement), By Region, Competition, Forecast & Opportunities, 2019-2029**

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## **Abstracts**

Brazil Tire Market was valued at USD 125.37 Million in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 5.51%. The Brazilian tire market, known for its robust automotive industry and rich history, presents significant potential for growth and innovation. In recent years, it has experienced substantial expansion driven by various factors, fueling its reputation as a dynamic and thriving sector.

Firstly, the increasing vehicle sales, driven by a growing middle class and improved purchasing power, have played a crucial role in the market's growth. This rise in demand for automobiles indicates a corresponding need for tires across the country. Additionally, the growing vehicle fleet contributes to the continuous demand for replacement tires, creating a sustained market for manufacturers and retailers alike.

Moreover, the rising income levels among the Brazilian population have significantly boosted consumer purchasing power. As a result, there is an increased demand for automobiles as more people are investing in personal vehicles for transportation purposes. This trend translates into a greater need for tires, as the number of vehicles on the road increases. Consequently, the tire market has become a focal point for both domestic and international companies looking to tap into this growing customer base.

While the passenger car tire segment dominates the market, the commercial vehicle tire sector also plays a significant role. This highlights the diverse range of vehicles on the Brazilian roads, from private cars to commercial trucks, all requiring reliable and durable tires. Therefore, manufacturers need to cater to the unique needs of both segments, ensuring they offer a wide range of tire options to meet the demands of different vehicle types.

Furthermore, the market landscape in Brazil is undergoing a transformation. While global tire brands face competition from domestic manufacturers who offer competitive pricing, there is a noticeable shift in consumer preferences. Brazilian consumers are increasingly seeking high-quality, technologically advanced tires that offer superior performance and safety features. Additionally, there is a growing emphasis on sustainable and eco-friendly products, as environmental responsibility becomes a key consideration for many consumers. This presents an opportunity for tire manufacturers to differentiate themselves by developing innovative, eco-conscious tire solutions that align with the changing market demands and consumer expectations.

As the Brazilian tire market continues to evolve, it is crucial for companies to stay ahead of the curve. By understanding the specific needs of the market, leveraging advanced technologies, and prioritizing sustainability, both domestic and international players can position themselves at the forefront of this thriving industry. With strategic decision-making and a customer-centric approach, companies can capitalize on the changing dynamics of the Brazilian tire market and establish a strong and lasting presence in this promising sector.

## Key Market Drivers

### Economic Growth and Vehicle Ownership

Economic growth in Brazil has had a significant impact on the demand for tires. As the country's economy has grown, so has the purchasing power of its citizens. This has led to an increase in vehicle ownership, as more Brazilians can afford cars and motorcycles. With a larger number of vehicles on the road, the demand for replacement tires has surged. Economic growth is a primary driver of the Brazil Tire Market, as it directly correlates with increased vehicle sales and, subsequently, the need for tires.

### Booming Automotive Industry

Brazil has a well-established automotive industry, and it is a hub for vehicle production in South America. The growth of the automotive sector is a significant driver of the tire market. The country is home to numerous automobile manufacturers, both domestic and international, producing a wide range of vehicles. This production drives the demand for original equipment manufacturer (OEM) tires, as well as replacement tires. As the automotive industry in Brazil continues to evolve, the tire market prospers due to its symbiotic relationship with vehicle manufacturing.

### Changing Consumer Preferences

Shifting consumer preferences in Brazil are driving the demand for different types of tires. While there is still a strong market for standard tires, there is a growing interest in high-performance and eco-friendly tires. As consumers become more environmentally conscious and look for better driving experiences, the demand for specialized tires increases. High-performance tires are sought after by those who value speed and handling, while eco-friendly tires are favored by those looking to reduce their carbon footprint. These changing preferences are a driver of innovation and product diversification within the Brazil Tire Market.

### Government Initiatives and Incentives

Government initiatives and incentives have played a role in driving the Brazil Tire Market, particularly in the push for eco-friendly and energy-efficient tires. The Brazilian government has implemented programs to promote energy efficiency and reduce greenhouse gas emissions in the transportation sector. In some cases, these programs offer incentives to vehicle owners who use low-rolling-resistance tires, which can improve fuel efficiency and reduce emissions. This encourages consumers to choose eco-friendly tire options, driving the market for such products.

### Infrastructure Development and Road Expansion

The expansion and improvement of Brazil's road infrastructure are driving the demand for tires. As the government invests in road construction and maintenance, it increases the need for quality tires to withstand the demands of the country's diverse terrain. In addition, the expansion of transportation networks, such as highways and expressways, increases the overall distance traveled by vehicles, necessitating tire replacements and contributing to market growth. The ongoing development of Brazil's transportation infrastructure is a driver of the tire market, as it directly affects the wear and tear of tires and the need for replacements.

## Key Market Challenges

### Economic Volatility and Exchange Rate Fluctuations

Economic volatility and exchange rate fluctuations are ongoing challenges in the Brazil Tire Market. Brazil has experienced periods of economic instability, with fluctuations in currency exchange rates, inflation, and unemployment rates. These economic uncertainties can impact consumer purchasing power and, consequently, the demand for tires. A weaker currency can lead to increased manufacturing costs for tire producers who rely on imported raw materials and technologies. In addition, it can make imported tires more expensive for consumers. Economic challenges create an unpredictable business environment for tire manufacturers and distributors.

### Competition from Low-Cost Imports

The Brazil Tire Market faces competition from low-cost tire imports, especially from Asian countries. Inexpensive tires from countries like China and South Korea can flood the market and offer consumers more budget-friendly options. These imported tires often come at a lower price point, which can make it difficult for domestic tire manufacturers to compete, particularly in the entry-level and mid-range tire segments. The challenge for Brazilian tire companies is to differentiate their products through quality, branding, and technological innovation to remain competitive in a market with a strong presence of low-cost imports.

### Environmental Regulations and Sustainability Concerns

Environmental regulations and sustainability concerns are emerging challenges in the Brazil Tire Market. As environmental awareness grows, there is increasing pressure on the industry to adopt more eco-friendly practices. One specific concern is the disposal and recycling of used tires. Brazil has regulations governing the disposal of tires, but enforcement can be inconsistent. Tire recycling, while beneficial for the environment, is still an evolving practice. Tire manufacturers face challenges in ensuring their products meet environmental standards and in developing sustainable practices for the end-of-life management of tires.

### Road Infrastructure and Maintenance Issues

The state of Brazil's road infrastructure and maintenance poses challenges for the tire

market. The country's extensive road network, while vital for transportation, often faces issues related to potholes, rough terrain, and inadequate maintenance. These road conditions can result in accelerated tire wear and damage, leading to frequent replacements for vehicle owners. Such challenges can increase the overall cost of vehicle ownership and the demand for tires. Manufacturers must develop tires that can withstand the demanding road conditions in Brazil, addressing durability as a priority in their product lines.

### Consumer Price Sensitivity and Economic Uncertainty

Consumer price sensitivity and economic uncertainty remain significant challenges in the Brazil Tire Market. While consumers increasingly seek quality tires to ensure safety and performance, price sensitivity is a prominent factor influencing purchasing decisions. Economic uncertainties, as mentioned earlier, can further amplify consumers' sensitivity to tire prices. The challenge for tire manufacturers and distributors is to balance quality and pricing in a way that caters to consumers' demands for safe and durable tires while remaining affordable. Market fluctuations and economic uncertainties can make it challenging to forecast and meet consumers' price expectations.

### Key Market Trends

#### Demand for High-Performance and Eco-Friendly Tires

There is a growing demand for high-performance and eco-friendly tires in the Brazil Tire Market. Brazilian consumers are increasingly seeking tires that offer better handling, improved fuel efficiency, and reduced environmental impact. High-performance tires cater to those looking for superior grip, stability, and control, particularly in sports and premium vehicles. Eco-friendly tires, on the other hand, are designed to reduce rolling resistance and improve fuel efficiency, ultimately decreasing carbon emissions. These trends reflect a shift toward more technologically advanced and environmentally conscious tire choices among Brazilian consumers.

#### Digitalization and Online Tire Sales

Digitalization and online tire sales have become prominent trends in the Brazil Tire Market. As e-commerce gains traction in the country, consumers are turning to online platforms to research and purchase tires. Digital channels provide consumers with easy access to a wide range of tire options, detailed product information, customer reviews, and the convenience of doorstep delivery or installation services. Tire manufacturers

and retailers are also capitalizing on this trend by developing user-friendly websites and mobile apps. The growing presence of e-commerce and digitalization is reshaping the way consumers buy tires in Brazil.

### All-Season and Multi-Season Tires

All-season and multi-season tires are gaining popularity in the Brazil Tire Market. These tires are designed to perform well in a variety of weather conditions, including dry, wet, and light snow. In a country as vast and diverse as Brazil, where climates range from tropical to temperate, the versatility of all-season and multi-season tires is appealing to consumers. These tires offer convenience and cost savings by eliminating the need for seasonal tire changes. The trend toward all-season and multi-season tires reflects the practicality and adaptability desired by Brazilian drivers.

### Run-Flat and Self-Sealing Tires

Run-flat and self-sealing tires are emerging trends in the Brazil Tire Market, particularly in the premium and luxury vehicle segments. Run-flat tires are designed to continue functioning even after a puncture, allowing drivers to continue to their destination at reduced speeds. Self-sealing tires have a built-in sealant that can temporarily repair minor punctures without the need for immediate tire replacement. These tires provide added convenience and safety, reducing the risk of being stranded due to a flat tire. As more Brazilian consumers opt for vehicles equipped with run-flat and self-sealing tire technologies, this trend is expected to grow.

### Sustainable and Recycled Materials

The use of sustainable and recycled materials in tire manufacturing is a significant trend in the Brazil Tire Market, aligning with global environmental concerns. Tire manufacturers are increasingly exploring sustainable materials, such as natural rubber, silica, and bio-based materials, to reduce the carbon footprint of tire production. Additionally, recycling used tires to create new tire components is becoming more prevalent, contributing to a circular economy approach. These sustainable practices not only address environmental concerns but also resonate with consumers who are looking for eco-friendly tire options.

### Segmental Insights

#### Vehicle Type Insights

*Brazil Tire Market Segmented By Vehicle Type (Passenger Car, Light Commercial Vehicle, Medium & Heavy Commerci...*



The Brazil tire market is a dynamic and ever-evolving landscape, catering to the diverse needs of different vehicle types and adapting to the changing demands of the automotive industry. It is characterized by a wide range of vehicle types, each with unique tire requirements, which contribute to the market's complexity and variety.

Passenger cars hold a significant share in the market due to their widespread use. These vehicles typically demand tires offering not only longevity, fuel efficiency, and safety features but also enhanced comfort and noise reduction. The tire manufacturers in Brazil have been focusing on developing innovative tire technologies to meet these demands and provide an optimal driving experience for passengers.

In addition to passenger cars, commercial vehicles, including light commercial and heavy-duty trucks, also have a considerable market presence. These vehicles play a crucial role in Brazil's economy, transporting goods and materials across various regions. As a result, they require durable tires capable of withstanding heavy loads and long-distance travel. The tire manufacturers have been emphasizing the development of robust and reliable tires for commercial vehicles to ensure safety and efficiency in logistics operations.

The motorcycle segment in Brazil is also notable, with a significant number of motorcycles on the roads. These motorcycles are used for daily commuting as well as recreational purposes. Riders in Brazil often encounter diverse road conditions, including paved roads, gravel, and uneven terrains. Therefore, they demand tires that offer superior grip, stability, and maneuverability. The tire manufacturers have been focusing on designing and producing high-performance tires specifically for motorcycles to meet these requirements and enhance rider safety.

Furthermore, the Brazil tire market is heavily influenced by factors such as road conditions and weather variations across different regions of the country. With its vast territory, Brazil encompasses a diverse terrain, ranging from urban city streets to rural areas. This diverse landscape demands tires that can handle various surfaces and provide optimal performance in different environments. Additionally, the tropical climate of Brazil, with its hot and humid conditions, poses specific challenges for tire performance. As a result, tire manufacturers in Brazil have been developing tires that are resistant to heat, provide excellent wet traction, and deliver optimal performance even in challenging weather conditions.

As Brazil continues to develop and modernize its transportation infrastructure, the tire

market is expected to evolve in tandem with changes in vehicle types and usage patterns. The growing adoption of electric vehicles in Brazil presents new challenges and opportunities for the tire industry. Electric vehicles have unique tire requirements due to their weight distribution, torque characteristics, and energy efficiency considerations. Therefore, tire manufacturers are exploring new tire technologies to meet the specific demands of electric vehicles and ensure a balance between energy efficiency, range, and safety.

Moreover, the tire industry is witnessing advancements in technology, such as the development of smart tires with sensors and connectivity features. Smart tires can provide real-time monitoring of tire pressure, temperature, and tread wear, enhancing safety and performance while also enabling proactive maintenance and optimizing fuel efficiency. These technological advancements are reshaping the Brazil tire market and transforming the way tires are designed, manufactured, and used.

In conclusion, the Brazil tire market is a complex and dynamic landscape that caters to the diverse needs of different vehicle types. It is influenced by factors such as road conditions, weather variations, and the evolving demands of the automotive industry. Tire manufacturers in Brazil are continuously innovating and investing in research and development to meet the specific requirements of vehicles in the Brazilian market. As Brazil's transportation infrastructure continues to develop and the automotive industry evolves, the tire market will play a crucial role in ensuring safety, efficiency, and sustainability on the roads.

### Tire Construction Type Insights

In the dynamic Brazil Tire Market, radial tires have emerged as the undisputed leaders in tire construction. Their dominance stems from their exceptional durability, remarkable fuel efficiency, and superior performance compared to their counterparts.

Radial tires are meticulously engineered with layers of cord strategically placed radially towards the center of the tire. This unique construction allows for optimal heat distribution, enhanced resistance against rough terrains, and a smooth driving experience even at high speeds. The trend of adopting radial tires is projected to continue its upward trajectory as both automobile manufacturers and consumers increasingly prioritize safety, reliability, and efficiency in their tire choices.

Furthermore, the advanced engineering of radial tires has also contributed to their longevity and overall cost-effectiveness. The carefully designed cord layers not only



enhance the tire's structural integrity but also provide excellent traction and grip on various road surfaces. This means that drivers can enjoy a longer tire lifespan, reducing the frequency of tire replacements and ultimately saving money in the long run.

Moreover, radial tires offer improved fuel efficiency, making them an environmentally friendly choice. The radial construction minimizes rolling resistance, resulting in less energy required to move the vehicle forward. This translates to reduced fuel consumption and lower carbon emissions, contributing to a greener and more sustainable driving experience.

With their proven track record and unmatched performance, radial tires have become the go-to option for drivers seeking a dependable and efficient driving experience. Whether navigating city streets or venturing off-road, these tires provide a balance of comfort, durability, and performance that is hard to match.

In conclusion, the popularity of radial tires in the Brazil Tire Market is a testament to their outstanding attributes and benefits. As the automotive industry continues to evolve, radial tires will remain at the forefront, meeting the ever-increasing demands of safety, reliability, and efficiency from both manufacturers and consumers alike. Their constant innovation and continuous improvement make them an indispensable choice for drivers who value quality and performance in their tire selection.

So, whether you're cruising down the highway or exploring rugged terrains, trust in radial tires to deliver a smooth ride, exceptional durability, and remarkable fuel efficiency. Experience the difference for yourself and embrace the unmatched advantages of radial tires in your driving journey.

## Regional Insights

The tire market in Brazil is experiencing robust growth, driven by the country's thriving automobile industry. As one of the leading automotive producers globally, Brazil has a strong demand for tires, both for new vehicles and replacements. This demand is fueled by economic stability and a growing middle-class population, which has led to an increase in automobile ownership. These factors have had a positive impact on the tire market in Brazil.

However, the market also faces challenges. Stringent environmental regulations aim to promote sustainability, which can affect tire production and distribution. Additionally, the import of cheap tires poses a challenge to domestic manufacturers. Despite these

obstacles, the Brazilian tire market continues to offer significant opportunities for both domestic and international manufacturers.

With its growing automotive industry, favorable economic conditions, and a large consumer base, Brazil remains a key market for tire manufacturers looking to expand their presence. The market's potential for growth and innovation makes it an attractive destination for businesses in the tire industry.

### Key Market Players

Bridgestone Corporation

Continental AG

Goodyear Tire & Rubber Company

Sumitomo Rubber Industries Ltd

Michelin Group

Pirelli & C. S.p.A.

Yokohama Rubber Company Limited

Kumho Tire Co. Inc.

### Report Scope:

In this report, the Brazil Tire Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Brazil Tire Market, By Vehicle Type:

Passenger Car

Light Commercial Vehicle (LCV)

Medium & Heavy Commercial Vehicles (M&HCV)

Off-the-Road Vehicles (OTR)

Two-Wheeler

Three Wheelers

Brazil Tire Market, By Tire Construction Type:

Radial

Bias

Brazil Tire Market, By Demand Category:

OEM

Replacement

Brazil Tire Market, By Region:

North

Northeast

Central-West

Southeast

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Brazil Tire Market.

Available Customizations:

Brazil Tire Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. IMPACT OF COVID-19 ON BRAZIL TIRE MARKET OUTLOOK**

### **5. VOICE OF CUSTOMER**

- 5.1. Factors Influencing Purchase Decision
- 5.2. Brand Awareness
- 5.3. Brand Satisfaction Level

### **6. BRAZIL TIRE MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value & Volume

## 6.2. Market Share & Forecast

6.2.1. By Vehicle Type Market Share Analysis (Passenger Car, Light Commercial Vehicle (LCV), Medium & Heavy Commercial Vehicles (M&HCV), Off-the-Road Vehicles (OTR), Two-Wheeler, Three Wheelers)

6.2.2. By Demand Category Market Share Analysis (OEM Vs. Replacement)

6.2.3. By Tire Construction Type Market Share Analysis (Radial Vs Bias)

6.2.4. By Regional Market Share Analysis

6.2.4.1. North Market Share Analysis

6.2.4.2. Northeast Market Share Analysis

6.2.4.3. Central-West Market Share Analysis

6.2.4.4. Southeast Market Share Analysis

6.2.4.5. South Market Share Analysis

6.2.5. By Company Market Share Analysis (Top 5 Companies, Others – By Value, 2023)

## 6.3. Brazil Tire Market Mapping & Opportunity Assessment

6.3.1. By Vehicle Type Market Mapping & Opportunity Assessment

6.3.2. By Demand Category Market Mapping & Opportunity Assessment

6.3.3. By Tire Construction Type Market Mapping & Opportunity Assessment

6.3.4. By Regional Market Mapping & Opportunity Assessment

## 7. BRAZIL PASSENGER CAR TIRE MARKET OUTLOOK

### 7.1. Market Size & Forecast

7.1.1. By Value & Volume

### 7.2. Market Share & Forecast

7.2.1. By Vehicle Type Market Share Analysis

7.2.2. By Demand Category Market Share Analysis

7.2.3. By Tire Construction Type Market Share Analysis

## 8. BRAZIL LIGHT COMMERCIAL VEHICLE TIRE MARKET OUTLOOK

### 8.1. Market Size & Forecast

8.1.1. By Value & Volume

### 8.2. Market Share & Forecast

8.2.1. By Vehicle Type Market Share Analysis

8.2.2. By Demand Category Market Share Analysis

8.2.3. By Tire Construction Type Market Share Analysis

## 9. BRAZIL MEDIUM & HEAVY COMMERCIAL VEHICLES TIRE MARKET OUTLOOK



## 9.1. Market Size & Forecast

### 9.1.1. By Value & Volume

## 9.2. Market Share & Forecast

### 9.2.1. By Vehicle Type Market Share Analysis

### 9.2.2. By Demand Category Market Share Analysis

### 9.2.3. By Tire Construction Type Market Share Analysis

## **10. BRAZIL OFF-THE-ROAD VEHICLES TIRE MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value & Volume

### 10.2. Market Share & Forecast

#### 10.2.1. By Vehicle Type Market Share Analysis

#### 10.2.2. By Demand Category Market Share Analysis

#### 10.2.3. By Tire Construction Type Market Share Analysis

## **11. BRAZIL TWO-WHEELER TIRE MARKET OUTLOOK**

### 11.1. Market Size & Forecast

#### 11.1.1. By Value & Volume

### 11.2. Market Share & Forecast

#### 11.2.1. By Vehicle Type Market Share Analysis

#### 11.2.2. By Demand Category Market Share Analysis

#### 11.2.3. By Tire Construction Type Market Share Analysis

## **12. BRAZIL THREE-WHEELER TIRE MARKET OUTLOOK**

### 12.1. Market Size & Forecast

#### 12.1.1. By Value & Volume

### 12.2. Market Share & Forecast

#### 12.2.1. By Vehicle Type Market Share Analysis

#### 12.2.2. By Demand Category Market Share Analysis

#### 12.2.3. By Tire Construction Type Market Share Analysis

## **13. MARKET DYNAMICS**

### 13.1. Market Drivers

### 13.2. Market Challenges

## **14. MARKET TRENDS & DEVELOPMENTS**

## **15. SWOT ANALYSIS**

15.1. Strength

15.2. Weakness

15.3. Opportunities

15.4. Threats

## **16. PORTER'S FIVE FORCES MODEL**

16.1. Competitive Rivalry

16.2. Bargaining Powers of Suppliers

16.3. Bargaining Powers of Buyers

16.4. Threat of New Entrants

16.5. Threat of Substitutes

## **17. POLICY & REGULATORY LANDSCAPE**

## **18. BRAZIL ECONOMIC PROFILES**

## **19. COMPETITIVE LANDSCAPE**

19.1. Company Profiles (Up to 10 Major Companies)

19.1.1. Bridgestone Corporation

19.1.1.1. Company Details

19.1.1.2. Key Products Offered

19.1.1.3. Recent Development

19.1.1.4. Key Management Personnel

19.1.2. Continental AG

19.1.2.1. Company Details

19.1.2.2. Key Products Offered

19.1.2.3. Recent Development

19.1.2.4. Key Management Personnel

19.1.3. Goodyear Tire & Rubber Company

19.1.3.1. Company Details

19.1.3.2. Key Products Offered

19.1.3.3. Recent Development

- 19.1.3.4. Key Management Personnel
- 19.1.4. Sumitomo Rubber Industries Ltd
  - 19.1.4.1. Company Details
  - 19.1.4.2. Key Products Offered
  - 19.1.4.3. Recent Development
  - 19.1.4.4. Key Management Personnel
- 19.1.5. Michelin Group
  - 19.1.5.1. Company Details
  - 19.1.5.2. Key Products Offered
  - 19.1.5.3. Recent Development
  - 19.1.5.4. Key Management Personnel
- 19.1.6. Pirelli & C. S.p.A.
  - 19.1.6.1. Company Details
  - 19.1.6.2. Key Products Offered
  - 19.1.6.3. Recent Development
  - 19.1.6.4. Key Management Personnel
- 19.1.7. Yokohama Rubber Company Limited
  - 19.1.7.1. Company Details
  - 19.1.7.2. Key Products Offered
  - 19.1.7.3. Recent Development
  - 19.1.7.4. Key Management Personnel
- 19.1.8. Kumho Tire Co. Inc.
  - 19.1.8.1. Company Details
  - 19.1.8.2. Key Products Offered
  - 19.1.8.3. Recent Development
  - 19.1.8.4. Key Management Personnel

## **20. STRATEGIC RECOMMENDATIONS**

- 20.1. Key Focus Areas
  - 20.1.1. Target Regions
  - 20.1.2. Target Vehicle Type
  - 20.1.3. Target Demand Category

## **21. ABOUT US & DISCLAIMER**

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