

Heavy Duty Diesel (HDD) Market Report: 2009 Edition

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Abstracts

The automotive industry is facing tighter emission standards in all parts of the world. European standards for heavy-duty vehicles and engines have given the rise to automotive catalyst market. Also these standards are helping the technology to grow, by introducing more environment-friendly diesel engines. The tighter government regulations have driven platinum demand in the HDD market, which is rising continuously with growing HDD market.

In Europe HDD vehicle production is high and China is the largest truck market in Asia with total production of over 900,000 units in 2007. The growth rate was ranked second in 2007, following Australia. The off-road HDD market is expected to increase in 2011. Improved diesel technology can set better emission standards and help in reducing noise levels.

The auto-catalyst industry is highly competitive and entries of new players are giving threats to the market leaders with improved technology. Johnson Matthey and Umicore are the two major market players in the HDD industry. BASF has also come into the picture by acquiring Engelhard.

The report analyzes HDD vehicle and engine industry. It discusses European, North America, China and Indian HDD vehicle market. It gives an overview of platinum growth in HDD market and factors driving its growth. The report also studies current industry trends and regulatory environment driving auto-catalyst industry. Further it highlights competition in the industry with an overview of major players and their business strategies. Market forecast gives an analysis of further developments in the industry and opportunities of growth.

Contents

1. HEAVY DUTY DIESEL: AN OVERVIEW

- 1.1 Heavy Duty Diesel Engine
- 1.2 Heavy Duty Diesel Vehicle Catalyst

2. HDD MARKET

- 2.1 HDD Vehicle Market
 - 2.1.1 European HDD Vehicle Market
 - 2.1.2 North American HDD Vehicle Market
- Vehicle Production
- Market Share
 - 2.1.3 Rest of the World (RoW) HDD Vehicle Market
- 2.2 HDD Engine Market
- Market Share
- Heavy Duty Diesel Driving PGM Demand
- 2.3 Global HDD Catalyst Market
- HDD Catalyst Market Size
- NRD Catalyst Market Size

3. INDUSTRY TRENDS

- 3.1 Diesel Penetration
- 3.2 Heavy Duty Diesel Engine Coolant Technology
- 3.3 Impact of Truck Sales on HDD Market in China
- 3.4 Growing Diesel Demand

4. REGULATORY ENVIRONMENT

- 4.1 Emission Reduction Regulatory Environment
- 4.2 Diesel Engine Emission Standard
- 4.3 New Regulations & Emission Standards in Europe

5. COMPETITIVE SCENARIO

- 5.1 Competition
- 5.2 Company Profiles

5.2.1 Johnson Matthey

Overview

Business Strategies

Thrifting - A Positive Approach

Diversified Business Mix

Acquisitions to Expand

5.2.2 BASF

Overview

Business Strategies

Growth through Acquisitions

Innovation - A Key to Drive Growth

5.2.3 Umicore

Overview

Business Strategies

Growing Opportunities through Joint Ventures

Expansion of Production Capacity

6. MARKET FORECAST

List Of Tables

LIST OF TABLES

Heavy Duty Vehicle Classification

Weight Class Fuel Economy Standards for Gasoline Passenger Vehicle

Auto-catalyst Scoring Matrix

Competitive Landscape

List Of Charts

LIST OF CHARTS

European Heavy-duty Diesel Vehicle Production (2005-15E)
North American Heavy-duty Vehicle Production (2005-15E)
North American Heavy Duty Diesel Market Share 2007
ROW Heavy-duty Vehicle Production (2005-15E)
Global Heavy Duty Engine Market Share (2006)
On-Road Heavy Duty Engines by Company (2007)
Global Platinum Demand in HDD (2005-14E)
Global HDD Catalyst Market (2006-15E)
Non-road Diesel Engines Catalyst Market (2011-15E)
Heavy Duty Applications (2006-08E)
Diesel Penetration in EU (2000-07)
Heavy Duty Trucks Sales Volume in China (2000-10E)
Evolution of Diesel & Gasoline Demand in EU (2000-06)
Emission Reduction Regulatory Environment
EPA Heavy-Duty On-Highway Emissions Standards
Auto-catalyst Market Share (2007)
Johnson Matthey Revenue by Segments (2008)
Umicore Revenue by Segments (2007)
Heavy Duty Applications Forecast (2009-16E)
US Pick-up Truck Market Forecast (2011-16E)

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