

### **RENAULT « DOKKER TPMR »**

*The "Dokker TPMR" model launched in 2012 by Renault Tech is a special car model, exclusively for people with reduced mobility. The batch of 1,500 innovative vehicles is aimed at developed country markets at a price considered expensive (reaching 20,000 euros).*

*Source : [www.etudes-et-analyses.com](http://www.etudes-et-analyses.com)*

### **BUGATTI**

*A division of the Volkswagen Group and one of the most prestigious car manufacturers in the world, the strategy of the company is to produce luxurious limited series at regular intervals. This ambition means that the design time for the cars is kept to a minimum, but quality is not neglected.*

*Source : [www.usine-digitale.fr](http://www.usine-digitale.fr)*

### **FERRARI**

**« People who buy a Ferrari are buying a dream. They must be assured that their dream of exclusivity will endure.» (Enzo FERRARI)**

**By reinforcing the exclusivity of each model, Ferrari, a subsidiary of the FIAT group, seeks to make each vehicle unique. By creating "tailor-made" cars, the Italian brand wants to return to its initial positioning or - again - move upmarket to become a world reference in terms of luxury sports cars.**

*Source : [www.autocult.fr](http://www.autocult.fr)*

### **TOYOTA MOTORS CORPORATION**

**Toyota is committed to cost reduction (its management model is based on "Just in time" and the fight against waste). To do this, it seeks not only to constantly improve the use of resources, but also to find low-cost alternatives for the design of its vehicles. The various improvements can then lead to a 10-25% reduction in the selling price compared to its rivals.**

*Source : [www.ladissertation.com](http://www.ladissertation.com)*

### **RENAULT « DACIA »**

**Renault recently celebrated 10 million units of its low-cost range, which no other manufacturer has managed to replicate with the launch of its Dacia.**

*Source : [www.lepoint.fr](http://www.lepoint.fr)*

### **PSA « PEUGEOT- CITROEN - OPEL »**

***The PSA group recently presented a new strategic plan aimed at improving profitability and increasing mass production from 150,000 to 400,000 vehicles between 2020 and 2025 in the world's largest market. It expects to gain even more since it has been on a cost-cutting course for the past few years.***

*Source : [www.lepoint.fr](http://www.lepoint.fr)*

### **VOLKSWAGEN « e-Golf »**

*The Volkswagen Group has decided to reduce the price of its e-Golf by 4000 euros in order to test the growing market for electric vehicles. The penetration of this new market was achieved with a competitive price (27900 euros).*

*Source : [www.la-croix.com](http://www.la-croix.com)*

### **« WALLYS CAR »**

*Created in January 2006, "Wallys car", the 100% Tunisian car, produces a single model, the 'Izis', which has been approved to European standards since 2009 and is considered highly reliable. A limited series of 200 Izis cars has been exported to Morocco, France and Qatar. Since its creation, the company has remained focused on production in a very specific niche: recreational vehicles.*

*Source : [www.lepoint.fr](http://www.lepoint.fr)*

### **RENAULT- LOGAN**

*Renault's winning strategy to conquer developing countries. The Logan is considered to be a family car, robust and affordable, and has been designed specifically for emerging countries.*

*Source : [www.etudes-et-analyses.com](http://www.etudes-et-analyses.com)*

## FIAT

*The Italian group Fiat has opted for a geographical expansion in the international car market based on a strategy of cost minimisation. The choice of this strategic path is justified by the company's ability to make savings thanks to the experience effect (among the pioneers of the major European car manufacturers, created in 1899).*

*Source : [www.etudes-et-analyses.com](http://www.etudes-et-analyses.com)*

## SKODA

*Volkswagen's Czech brand is working miracles and breaking new sales records for the group. For competitive costs, a Skoda costs the customer less than its competitors and even less than a Volkswagen SEAT.*

*Source : [www.challenges.fr](http://www.challenges.fr)*

## TESLA

*Tesla, the electric car whose use is limited to short drives, is a car that makes customers dream. They are luxury cars (for the Tesla S or X) or top-of-the-range cars (for the Model 3), thanks to their design, acceleration, the silence of the engine, or the automatic driving functions. In 2016, 400,000 units were sold.*

*Source : [www.benoitsarazin.com](http://www.benoitsarazin.com)*

## **FORD**

*Ford has managed to overtake its rivals by taking the lead in the US market and has achieved a 48% increase in sales on the international market. The comfort and safety of its vehicles, which are the result of an intensive effort in innovation, justify its prices, which are considered moderately expensive.*

*Source : [www.etudes-et-analyses.com](http://www.etudes-et-analyses.com)*

## **MERCEDES**

**Mercedes symbolizes the tradition of automotive luxury combined with prestige and driving pleasure. Its reputation is higher than that of its rivals. With the image of a brand considered too classic, Mercedes decided to react before the situation became critical: the strategic management therefore planned to rejuvenate and modernise the brand identity.**

*Source : [www.automobilestrategies.wordpress.com](http://www.automobilestrategies.wordpress.com)*

## **BMW**

*The world's leading premium car manufacturer BMW is focusing on technology, electrics and massive investment in innovation to maintain its position in the major international automotive market. It is targeting an operating margin of over 10% in 2021, enabling it to remain the undisputed leader in luxury sports cars.*

*Source : [www.lesechos.fr](http://www.lesechos.fr)*

## **AUDI**

**Becoming a success story doesn't just happen. Today, a leading brand linked to automotive luxury, Audi has built its position in motorsport through its advanced technological innovations. It is now aiming to reach out more to the general public.**

*Source : [www.etudes-et-analyses.com](http://www.etudes-et-analyses.com)*

## **ALFA ROMEO**

**The latest 4C coupé model from the Italian brand Alfa Romeo has given it a new youthful image and a return to sportiness. So much investment in this product has led to a change in the brand image and, as a result, sales have increased to exceed the 100,000 unit mark for the first time.**

*Source : [www.autoplus.fr](http://www.autoplus.fr)*

## **KIA**

**Kia's brilliant achievements go to its two flagship models namely the Rio and Picanto whose sales have recorded a 117% increase over 2018, positioning it as the leader in the lower-grade city car segment. Its prices are cheap and its equipment is minimal.**

*Source : [www.etudes-et-analyses.com](http://www.etudes-et-analyses.com)*

## **HYUNDAI**

Since its launch in 2012, the entry-level car producer has become a great automotive stylist by excelling in both design and communication. The company's business model has led to undeniable commercial success, reinforcing Hyundai's reputation as an affordable car maker.

Source : [www.cairn.info](http://www.cairn.info)

## **JEEP**

*Jeep is unveiling a new version of its innovative Compass model this year, which is open to a new, wider target group. This new generation is an improvement in all respects: design, equipment and above all a fairly powerful engine. However, this innovation is costly for the company, which explains the higher sales price compared to the previous generation.*

Source : [www.dguideautoweb.com](http://www.dguideautoweb.com)