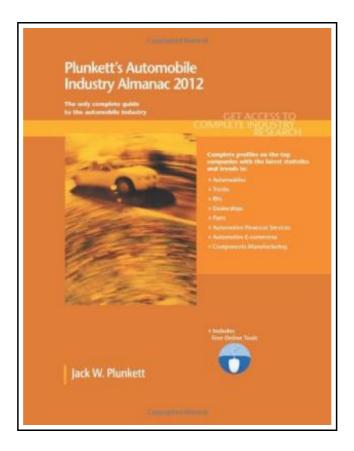
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Plunkett Research, Ltd. Paperback. Book Condition: New. Paperback. 560 pages. Dimensions: 10.8in. x 8.3in. x 1.2in.PLUNKETTS AUTOMOBILE INDUSTRY ALMANAC 2012Key Features: -Industry trends analysis, market data and competitive intelligence-Market forecasts and Industry Statistics-Industry Associations and Professional Societies List-In-Depth Profiles of hundreds of leading companies-Industry Glossary-Buyer may register for access to search and export data at Plunkett Research OnlinePages: 561Statistical Tables Provided: 21Companies Profiled: 383Geographic Focus: GlobalA complete market research report, including forecasts and market estimates, technologies analysis and developments at innovative firms. You will gain vital insights that can help you shape your own strategy for business development, product development and investments. -How is the industry evolving-How is the industry being shaped by new technologies-How is demand growing in emerging markets and mature economies-What is the size of the market now and in the future-What are the financial results of the leading companies-What are the names and titles of top executivesContents, Statistics, Forecasts and Analysis Include: Major Trends Affecting the Automobile Industry1) Big Three U. S. Manufacturers Rebound2) Global Competition Heats Up Among U. S., German, Japanese and Korean Car Makers3) Fuel Efficiency Becomes a Key Selling ElementStiff Emissions Standards Adopted in the U. S. and Abroad4) Hybrid Cars Command Low Market Share5) Electric Cars and Plug-in Hybrids (PHEVs) Enter Market in Low Numbers6) Major Research in Advanced Lithium Batteries7) Clean Diesel Technology Gains Acceptance8) Natural Gas Powered Vehicles off to a Slow Start9) Ethanol Production Soars, But U. S. Federal Subsidy in Question10) Fuel Cell and Hydrogen Power Research Continues11) Outsourcing of Automobile Component ManufacturingDesign12) Optimum Lean Production Saves Manufacturing Costs13) China Becomes the Worlds Largest Auto MarketSales Rise in India14) Focus on Safety Improvements by AutomakersGoogle Car Drives Itself15) Super-Expensive Cars are Pushed by ManufacturersLuxury Car Market Is Highly Competitive16) Rethinking SUVsSmall Sedans and Crossovers Gain Market...

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