

## Report Synopsis

The automotive industry is becoming more and more competitive, with this competition expected to rise as European and Asian companies draw plans to increase their market share. The increasing purchasing power of countries such as China and India, two of the biggest populated countries in the world, has given hope to the automotive industry.

Production and sales in the automotive industry have been strong over the past few years, but they have started to slow down as major manufacturers have reached excess production capacity. The US hurricanes and soaring gasoline prices have also resulted in the slowing down of production and sales.

The automotive industry has seen the rise of the Japanese big three (Toyota, Nissan and Honda) successfully challenging the traditional big three (GM, Ford and Daimler-Chrysler).

This report covers the issues associated with the automotive industry. It analyses the passenger vehicle and the commercial vehicle manufacturing side of the automotive industry in the US, UK, Europe, Japan, China and India.

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