



Global Car & Truck Forecast

Brochure

LMC Automotive

Oxford • Detroit • Frankfurt • Bangkok • Shanghai

LMC Automotive

About LMC

LMC Automotive provides the highest quality global sales and production forecasts for light vehicles and medium and heavy commercial vehicles, as well as forecasts of engine and transmission supply and demand. We also publish special studies on subjects of topical interest in these areas as well as studies addressing other aspects of the automotive industry.

Our regular forecasting products include:

- The Automotive Sales Forecast
- The Automotive Production Forecast
- The Engine & Transmission Forecast
- The Emerging Market Reports (China, India and Asean)
- The Global Car & Truck Forecast
- The Global Commercial Vehicle Forecast
- The Global Hybrid & Electric Vehicle Forecast

Recognised as leading experts in forecasting, LMC Automotive provides the automotive industry with strategic insights unavailable elsewhere.

www.lmc-auto.com

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While LMC Automotive endeavours to ensure the accuracy of the data, estimates and forecasts contained in the study described in this brochure, any decision based on them (including those involving investment and planning) are at the client's own risk. LMC Automotive can accept no liability regarding information, analysis and forecasts contained in the study.

The Global Car & Truck Forecast

Automotive Industry Analysis Matters for Your Decisions

The *Global Car & Truck Forecast* is LMC Automotive's entry-level service designed for automotive industry planning executives and decision makers who need to:

- provide internal guidance on the automotive industry for planning and investment purposes,
- identify key operating and strategic trends in vehicle production and sales,
- highlight new model programmes and activity that can be seen as an opportunity or threat to the business,
- understand the level and direction of vehicle demand in all regions and countries, globally, and see how this impacts vehicle production,
- have access to a global automotive industry summary, bringing together all information in one concise yet comprehensive report,
- be able to discuss with LMC Automotive's analysts and experts to further understand the reasoning and background to the forecasts,
- receive priority invitations to LMC Automotive events and conferences.

The Solution

The *Global Car & Truck Forecast* can help with your important decisions, planning and reporting, and provides a sound basis from analysis through to action. More detail follows in this brochure, but coverage can be summarised as follows:

- global light vehicle sales and production statistics and forecasts,
- two years history, with current year plus seven year forecasts (in quarterly and annual timeslices),
- medium/heavy commercial vehicle summary statistics by country,
- global production by model line by country,
- global sales by brand and by country,
- macro-economic assumptions used in developing the forecasts,
- model cycles, showing models in production globally.

The Service in Brief

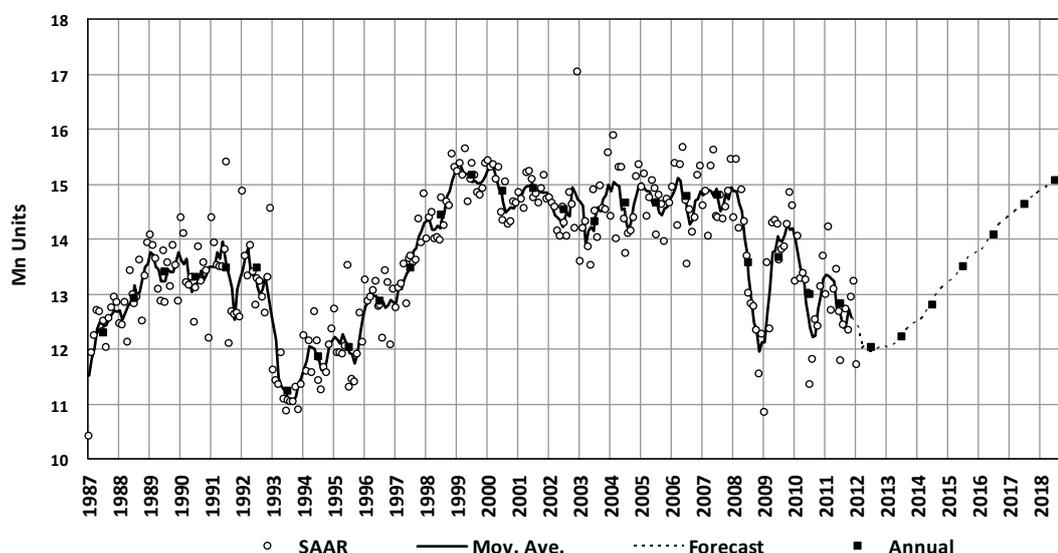
A Unique Service

The *Global Car & Truck Forecast* is the only publication that combines coverage of the passenger car and light and medium/heavy commercial vehicle sectors in a single report. This brochure introduces LMC Automotive's *Global Car & Truck Forecast*. Published quarterly, this is LMC Automotive's entry-level forecasting service, providing a very comprehensive view of the current state of the global automotive industry combined with wide-ranging forecasts of its likely evolution but with a particular emphasis on vehicle production. We believe that the wealth of information and market intelligence provided by the *Global Car & Truck Forecast* makes it the most cost-effective service available in the marketplace.

The service was launched in 1992 and has steadily evolved over the intervening years reflecting changes to the industry, additional coverage and content and an ever-increasing client base. In 2012 we have updated the format of this industry staple to reflect major shifts in the patterns of vehicle production and sales, and in recognition of the growing importance of emerging markets.

The service also provides annual data and forecasts of new sales, production and vehicle parc for all major automotive markets worldwide for the current year and following seven years as well as indicative country level forecasts for the next 10 and 15 years.

West European Car Sales from 1987–2018



A core component of the service is the provision of seven-year production forecasts by region, country, manufacturer, make and model for all light vehicles. These production forecasts are themselves based on LMC Automotive's highly respected analysis of the outlook for light vehicle sales in each market and the macro-economic analysis, provided by the renowned *Oxford Economics*, which drives this demand at a global, regional and country level.

These forecasts are complemented by assessments of each major OEM, examining their prospects for future sales and production and their plans and strategies. Product life cycle charts showing existing and future model introductions, run-outs and facelift dates by manufacturer supplement these OEM assessments.

The data and forecasts are also provided in a global electronic download which clients can interrogate with easy-to-use Excel functions such as filters and pivot tables.

Highlights of the report include:

- **Production broken out by:**
 - region and country,
 - year (current year plus seven-year forecast time horizon),
 - group, marque and model,
 - quarterly and annual timeslices.

- **Sales broken out by:**
 - region and country,
 - year (current year plus seven-year forecast time horizon),
 - group and marque.

- **Global assessment of the major vehicle manufacturers' plans and strategies.**
- **In-depth regional and country level macro-economic commentaries.**
- **Full supporting text discussing sales, segmentation and production trends for major markets.**

LMC Automotive – your independent source for automotive industry information

Known and respected worldwide for the quality of its global forecasting services and its highly responsive customer support, LMC Automotive has been the premier supplier of automotive forecasts to an extensive client base around the world since the early 1990s.

Our clients include:

- automotive component manufacturers,
- vehicle manufacturers (OEMs),
- chemical and other raw material suppliers and producers,
- financial and Investment institutions requiring due diligence and feasibility studies,
- shipping and logistics companies,
- associations and government and international organisations.

For more information on LMC Automotive's experience and projects and for a more detailed client list, please see the final pages of this brochure.

Scope & Coverage of the Report

The *Global Car & Truck Forecast* - what you receive in each report:

Global Executive Summary	A concise overview of the report's key findings including the global macro-economic outlook and overviews of global vehicle demand and assembly.
World Summary and Long-Term Perspective Forecasts	Tables showing 7-year forecasts of global, regional and national light vehicle and heavy commercial vehicle assembly, sales, parc and vehicle density (light vehicles) and indicative projections for 10 and 15 years (additional historic data available in the downloads).
Global Manufacturer Assessment	A summary, both globally and regionally, of the past and recent performance of each of the main vehicle manufacturers together with a review of the strategies and plans of each.
Regional and Country Analyses	For each region (where appropriate) but for every country covered, country analyses and assessment of the current macro-economic background, forecasts for the key economic drivers; vehicle sales broken out by segment, manufacturer and group; and car assembly by manufacturer and model.
Global Product Cycle	For each manufacturer, an assessment of the global product cycle further split by marque and model.
Global Electronic Download	Data and forecasts are provided electronically in the form of Excel tables which enable clients to break out and customise the data windows they specifically require.

Additional Information and Features of the Service:

Country Coverage

Individual country forecasts for the following countries, which together represent over 95% of global light vehicle sales and over 99% of light vehicle assembly.

Europe, Africa and the Middle East		
Western Europe	Central & Eastern Europe	Other
Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom	Bosnia, Bulgaria, Czech Republic, Hungary, Kazakhstan, Poland, Romania, Serbia, Slovakia, Slovenia, Russia, Ukraine, Uzbekistan	Iran, Turkey, South Africa

North America	South America	Asia-Pacific
Canada, Mexico, USA	Brazil, Argentina Chile, Colombia, Ecuador, Uruguay, Venezuela	Australia, China, India, Indonesia, Japan, Korea, Malaysia, Philippines, Taiwan, Thailand

Global Manufacturer Assessment

Provided for the following companies:

BMW Group	Daimler Group	Fiat-Chrysler	Ford
General Motors	Honda	Hyundai Motor	Jaguar Land Rover (Tata)
PSA	Renault-Nissan	Toyota Group	Volkswagen Group

European Stock Analysis

It is clear that the lack of data on inventories presents a major hurdle to a complete understanding of how the European market has or is likely to evolve. Failure to have a proxy for inventories and changes in them explains why the reaction of production to changes in vehicle demand can be so profound and may seem so unexpected. LMC Automotive has been addressing this for the last 10 years and presents a regularly updated series of imputed stock data based on its analysis of demand, production, imports and exports.

European Stock Analysis ('000s)

	2009	2010	2011q1	2011q2	2011q3	2011q4	2011	2012q1
Demand								
Europe	16,216	16,596	4,485					
N.America	795	927	278					
S.America	52	75	19					
Asia	393	589	171					
S.Africa	-49	-85	-15					
ROW	957	996	272					
World	18,364	19,097	5,211					

Assembly

Throughout the reports, vehicle production is counted at the point of final assembly. Since some national sources include kits assembled in other countries in their reported production figures, we provide a reconciliation table at the end of each relevant country chapter showing how our historic and forecast figures relate to the figures declared by the national sources. In this way, we avoid the double-counting which plagues attempts to estimate global production.

Segmentation

In addition to the traditional segmentation (A, B, C....) which is used in many markets to differentiate groups of models, it has become ever more important to offer additional groupings to distinguish the proliferation of different types of vehicle on the road. This enables vehicles with particular features or matching selected criteria to be compared on a like-for-like basis.

To achieve this aim, at both a regional and global level, we have established three new types of segmentation, based on size, bodystyle and market status. An explanation of the thinking behind our segmentation is provided within the reports and the electronic downloads which accompany these reports contain our forecasts disaggregated by each of these different segmentation schemes.

Western European Dieselisation and Hybrid and Electric Vehicles

In addition to the forecasts of vehicle demand across Western Europe, each quarter, a section of the report is devoted to developments in the uptake of diesel and hybrid and electric vehicles, as well as discussions of the drivers, such as fuel prices, government intervention, etc, which will impact on demand for these vehicles.

Deliverables & Availability

Deliverables

Subscribers to the *Global Car & Truck Forecast* will receive:

- Four editions of the printed hard copy report provided at quarterly intervals. These are also posted on our website.
- Four quarterly electronic downloads of the data and forecasts, provided in annual and quarterly timeslices. These downloads are provided with filters and pivot tables and can be downloaded by any of the subscribing customers' personnel.
- Telephone and e-mail support from our expert industry staff to discuss these forecasts and anything that may emerge from them.

Availability

The *Global Car & Truck Forecast* is available now.

Confidentiality

The report is offered by LMC Automotive for subscription on the strict understanding that the subscriber to this service agrees that the information, computer models, or other materials provided in printed or electronic format in this service are owned by LMC Automotive and shall remain confidential within the subscribing organisation and shall not be disclosed in part or in whole to any third party without the prior written consent of LMC Automotive.

While LMC Automotive endeavours to ensure the accuracy of the data, estimates and forecasts, provided in this service, decisions based upon them (including those involving investment and planning) are at the client's own risk and LMC Automotive can accept no liability in respect of information, analysis and forecasts provided in this service.

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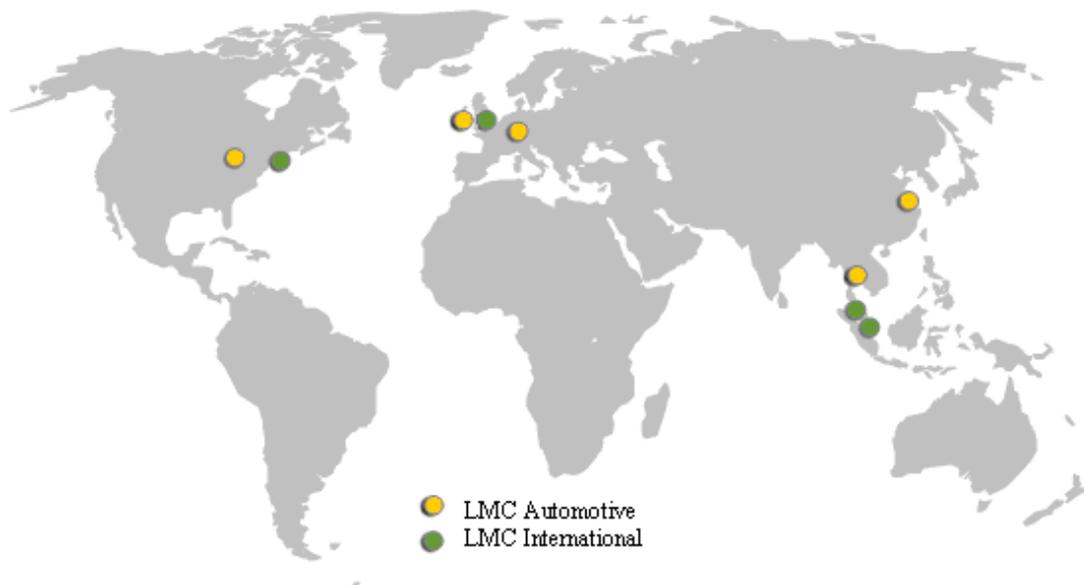


LMC Automotive

LMC Automotive is a market leader in the provision of automotive intelligence and forecasts to an extensive client base of car and truck makers, component manufacturers and suppliers, financial, logistics and government institutions around the world and is widely respected for its extremely responsive customer support. It offers forecasting services covering global sales and production for light vehicles and heavy trucks, as well as forecasts of engine and transmission supply and demand. In addition, LMC Automotive publishes special studies on subjects of topical interest to the automotive industry.

LMC Automotive is part of the LMC group. LMC is the global leader in economic and business consultancy for the agribusiness sector. Founded in 1980, it is privately owned and headquartered in the UK, with further offices throughout the world. It provides market intelligence, analysis and advice to clients who include most of the major organisations around the world involved with agricultural commodities, foods, industrial materials, biofuels and their end-markets. Through its work on rubber and tyres, the company made an organic move into the automotive industry, setting up a dedicated automotive division and launching its first service, the Global Car & Truck Forecast, in 1992. In 2001, LMC Automotive was created and in 2004, it was purchased by its long standing alliance partner, J. D. Power & Associates. Today, it is back home in the LMC group.

Short details of the other services offered by LMC Automotive are described below and in more detail on our website: www.lmc-auto.com.



LMC Automotive and LMC International are headquartered in Oxford, UK. LMC Automotive has offices in Detroit, Frankfurt, Shanghai and Bangkok, while LMC International also has offices in New York, Singapore and Kuala Lumpur.

To find out more about how LMC Automotive can help you with automotive forecasting and market intelligence, visit our website: www.lmc-auto.com or contact us at autoforecasting@lmc-auto.com.

The Automotive Production Forecasts

The *Automotive Production Forecasts* are LMC Automotive's premium production forecasting services. Subscribers can select from the four regional services covering: Europe, North America, South America and the Asia Pacific region. Combined, these constitute the *Global Automotive Production Forecast*. Published both monthly and quarterly, forecasts are provided by manufacturer, make, model and model generation, platform and assembly plant, in monthly, quarterly and annual time slices. These forecasts are supplemented by concise but comprehensive comment and insight. As an add-on to these services, forecasts by *bodystyle* and *number of doors* are also available.

The Automotive Sales Forecasts

The *Automotive Sales Forecasts* are regional services that forecast light vehicle sales in Europe, North America, South America and the Asia Pacific region and together they make up the *Global Automotive Sales Forecast*. Building on macro-economic forecasts generated by our partner, the renowned *Oxford Economics*, and combined with an examination of demographics, fiscal and regulatory influences by LMC Automotive's own specialist automotive research team, the *Automotive Sales Forecasts* present seven-year forecasts at a global, regional and country level for light vehicle demand. These services also present an in-depth analysis of each OEM, encompassing its strategies, existing share of the market, both overall and segment-by-segment, as well as a roadmap for new model introductions and forecasts of sales of every model in its portfolio, alongside those of its competitors, in each market.

The Engine & Transmission Forecasts

The *Engine & Transmission Forecasts* provide data and forecasts of powertrain use. For each model, LMC Automotive provides forecasts of the volumes of each engine and transmission combination that will be fitted, as well as the total demand for each engine and transmission. The service is quarterly, with a full global service available, or separate regional PDF reports covering Europe, North America, South America and Asia-Pacific.

The Hybrid & Electric Vehicle Forecasts

LMC Automotive offers two services in this area, the *Global Hybrid & Electric Vehicle Forecast* and the *US Hybrid & Electric Vehicle Forecast*. The Global service, published twice-yearly, provides a model level forecast of demand for electrified passenger cars and US light trucks in the world's most important vehicle markets with a time horizon of ten years (annually for seven years). These forecasts are provided by country, by manufacturer and by technology type, from mild hybrids through battery electric vehicles to fuel cell electric vehicles. The US service is broadly similar but is published quarterly and benefits from hybrid and electric vehicle buyer demographic details and information related to consumer perceptions of hybrid and electric vehicle technology obtained from research conducted by our alliance partner, J.D. Power and Associates.

The Emerging Market Reports

The *Emerging Market Reports* are three automotive services specifically addressing the rapidly developing economies in Asia. They include the *Market Trends Reports*, published monthly and covering *China, India and Asean*, which monitor the latest developments in these areas; the *Automotive Market Forecasts*, published monthly and

covering China and India and offering 7-year forecasts of sales, by segment, brand, group and fuel type and production by plant and model; and the *China Luxury Vehicle Report*, published quarterly which looks exclusively at the luxury end of the market and how this sector will grow over coming years.

The Global Commercial Vehicle Forecast

The *Global Commercial Vehicle Forecast* provides the most comprehensive view of the current state of the medium (6-15t GVW) and heavy (15t+GVW) commercial vehicle sectors of the automotive industry together with detailed seven-year forecasts of sales and production provided in quarterly and annual timeslices. Produced in association with ACT Research, this service is published quarterly and offers coverage of all the world's major markets.

Multi-client Studies

LMC Automotive offers comprehensive and systematic studies of industry topics and developments which are of particular interest to the automotive industry. Multi-client studies combine our strength in economic analysis and forecasting with strategic business thinking and industry insights gained through our close relationships with OEMs, suppliers and other key players in the automotive industry.

Consultancy

LMC Automotive can offer single-client consultancy services based upon its forecasting activities, or, through our alliances with J.D. Power & Associates, Oxford Economics, Knibb Gormezano and Partners, and other partner companies.

The scope of such work is diverse across a very broad range of issues in the automotive industries. For more information, please contact us.



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