



Plunketts Automobile Industry Almanac 2011 Automobile, Truck and Specialty Vehicle Industry Market Research, Statistics, Trends Leading Companies

By Jack W. Plunkett

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Plunkett's Automobile Industry Almanac, the tenth edition of this guide to the automotive field, is designed to be used as a general source for researchers of all types. The data and areas of interest covered are intentionally broad, ranging from the trends relating to automotive sales, to emerging technology, to an in depth look at the major for-profit firms (which is called THE AUTOMOBILE 350) within the many industry sectors that make up the automotive arena. This reference book is designed to be a general source for researchers. It is especially intended to assist with market research, strategic planning, employment searches, contact or prospect list creation and financial ... The automotive industry comprises a wide range of companies and organizations involved in the design, development, manufacturing, marketing, and selling of motor vehicles. It is one of the world's largest economic sectors by revenue. The automotive industry does not include industries dedicated to the maintenance of automobiles following delivery to the end-user, such as automobile repair shops and motor fuel filling stations. Most industry players and experts agree that the four trends will reinforce and accelerate one another, and that the automotive industry is ripe for disruption. Given the widespread understanding that game-changing disruption is already on the horizon, there is still no integrated perspective on how the industry will look in 10 to 15 years as a result of these trends. To that end, our eight key perspectives on the "2030 automotive revolution" are aimed at providing scenarios concerning what kind of changes are coming and how they will affect traditional vehicle manufacturers and suppliers, pot