

Vehicle Market Analysis Contents



If you know how many of each motor vehicle make and model are sold, you can:

- Decide which vehicles you should inventory.
- Determine which automotive classes are popular.
- Track the most popular models in each class.
- Calculate your market share.

For international vehicle market planning,

Vehicle Market Analysis from Auto Strategies includes the following exhibits and reports:

- **PASSENGER CAR AND LIGHT TRUCK MARKET BAR GRAPH
TRUCK AND BUS MARKET BAR GRAPH**
These graph current year, and previous year vehicle volumes by class of vehicle. These bar graphs graphically illustrate relative popularity of each class
- **ALIAS TABLE**
This table shows the various alias names which may be used in the market. It is a comprehensive list of world wide names for vehicles sold in this market.
- **MOTOR VEHICLE MARKET BY USE RIBBON CHART**
This charts the last 36 years sales history for personal, and commercial vehicles. This ribbon chart graphically illustrates the market trend over the last three decades.
- **CLASS ANALYSIS**
This reports sales by type, segment, and class. This report analyses what vehicle classes are popular, what percent of the market each class represents, and changes over the previous year to date period.
- **CLASS NAMEPLATE RANKING**
This reports sales by type, class, ranked by make and nameplate volume in the latest time period. This report analyses what are the most popular nameplates in each class.
- **CLASS MODEL ANALYSIS**
This reports sales by type, class, make and model. This reports model detail within each class, showing type, class, make, model, vehicle assembly point, platform, body, doors, wheelbase, weight, engine cc, fuel, drive, transmissions, class, units sold, and market share of class.
- **ORIGIN MANUFACTURER ANALYSIS**
This reports sales by assembly origin, and manufacturer. This report analyses where the vehicles were assembled, by whom.
- **MANUFACTURER MAKE ANALYSIS**
This reports sales by type, manufacturer, make, and assembly point. This report analyses the totals by manufacturer, and make.
- **MAKE MODEL ANALYSIS**
This reports sales by make, type, class, and model. This reports model detail by make, showing vehicle type, make, model, assembly point, platform, body, doors, wheelbase, weight, engine cc, fuel, drive, transmissions, class, units sold, and market share of total market.