

# Global Luxury Car Market: Trends & Opportunities [2012-17]



## **Executive Summary**

The luxury car segment is the most dynamic and major contributor of revenue in luxury goods market. The demand for luxury cars in developing countries of India, China, and Brazil is over compensating the poor and declining market in European nations. There is plenty of growth left in the Chinese luxury car market and it is expected to become the largest market for luxury car manufacturers by the end of 2017. The growing economy, rising disposable income and changing demographics, everything is working in the favor of emerging nations of China and India.

Luxury car segment has undergone drastic changes in last few years. Trends suggest that all the high line manufacturers including BMW, Mercedes and Audi have aimed at the downsized segment of the luxury or luxury car market. Downsizing has become the flavor of the decade in all price and size classes. For Bentley downsizing refers to using a V-8 instead of a W-12. At Mercedes, V-6 volumes will eventually dwarf the V-8's. BMW continues to phase out the legendary straight six in favor of more efficient four-cylinder engines. VW and Ford have already started, in some markets, to replace the long-running four-cylinder with more frugal three-cylinders. They reflect some significant trends in the market as buyers come to grip not only with rising fuels but with increasingly urban environment.

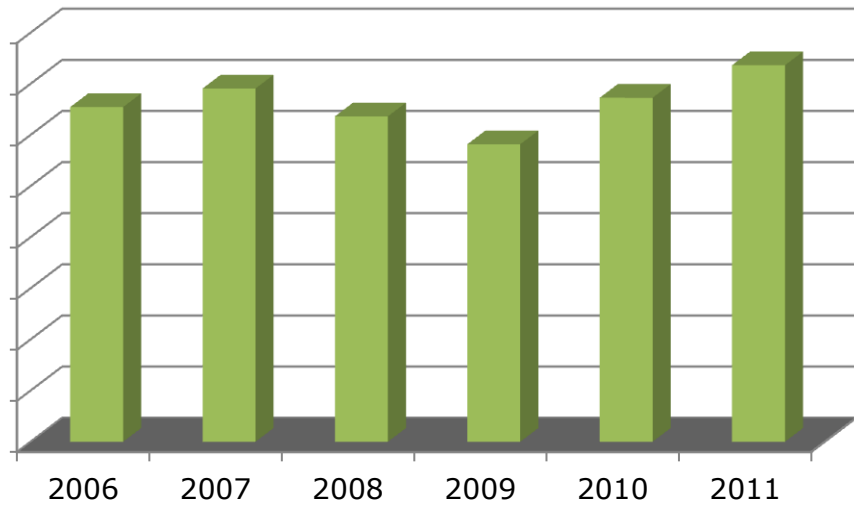
The report titled "Global Luxury Car Market: Trends & Opportunities (2012-2017)" analyzes the growth of global luxury car segment and various players catering the market. The report analyzes the luxury car market of developed nations of the US and Europe countries like UK and Germany.

It also assesses the market of Asia Pacific countries like India, China and Japan. The report discusses the competitive landscape of the luxury car market and analyzes the German trio of BMW, Mercedes and Audi who are currently dominating the luxury car market in almost every country and posing a threat to each other as well. The report also includes the various factors driving the growth of luxury cars in various nations across the globe.

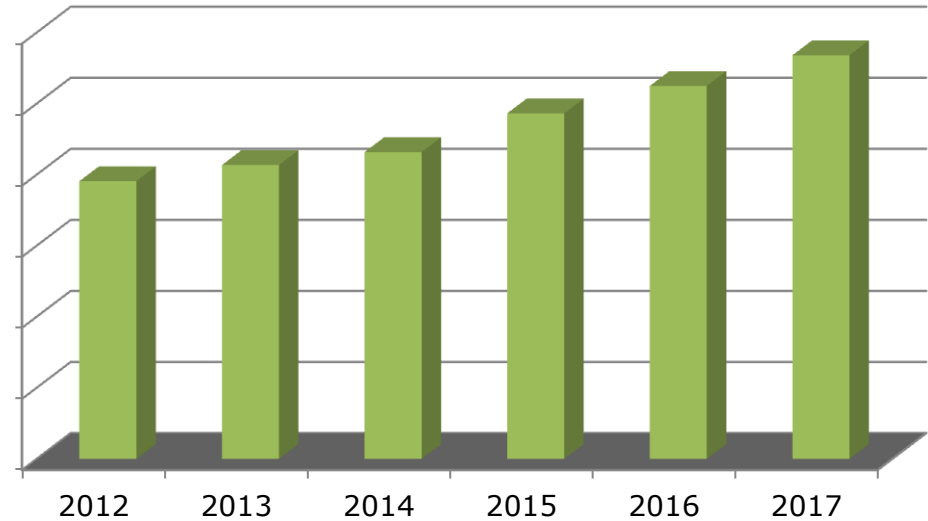
# Premium Car Market: An Overview

The luxury car segment is a niche market that target specific socio economic classes and demographics. The premium cars are characterized by high price, elegant styling and looks and upper class engineering. Mercedes, BMW and Audi are the top three names associated with luxury cars in the global market.

Global Premium car Market Size, 2006-2011 (000's Units)



Global Premium Car Market Size Forecast, 2012E-2017E (000's Units)

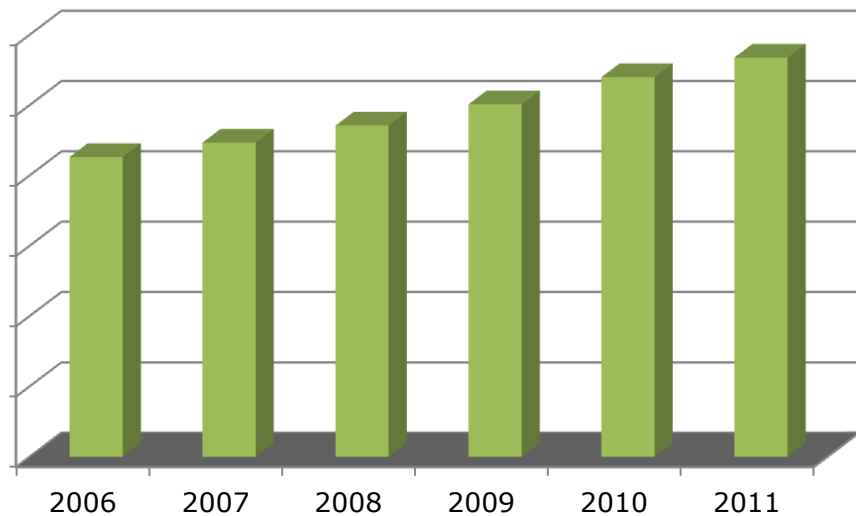


- The market grew at a CAGR of .....% during the period 2006-2011.
- Market size of Premium cars in 2017 is expected to reach to ..... Units from ..... Units in 2012 by growing at a CAGR of.....%.
- Growth in the market is due to .....

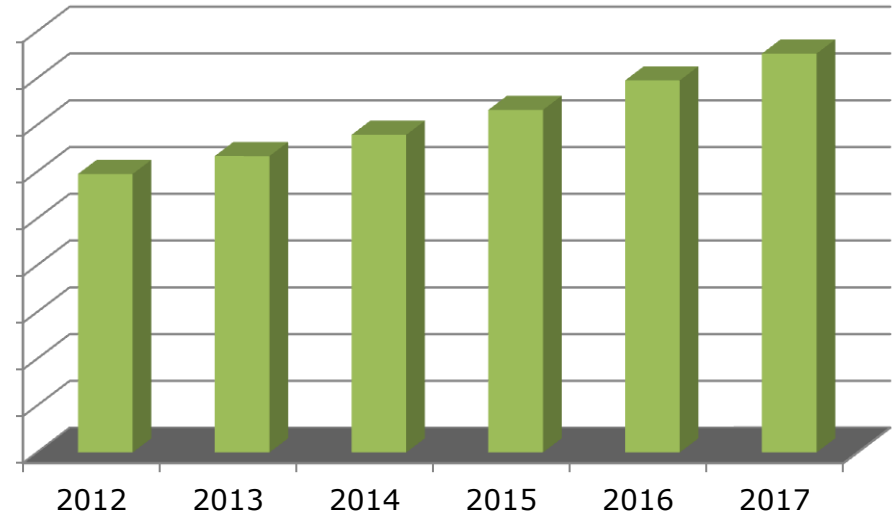
# Premium Car Market: An Overview

China at present has the highest growth potential among all emerging countries in the luxury car segment. The premium car makers like Audi, BMW, Benz, Lexus and Volvo have always maintained a positive growth in the Chinese luxury car market even during recession of 2009.

Premium Car Market in China, Market Size, 2006-2011 (000's Units)



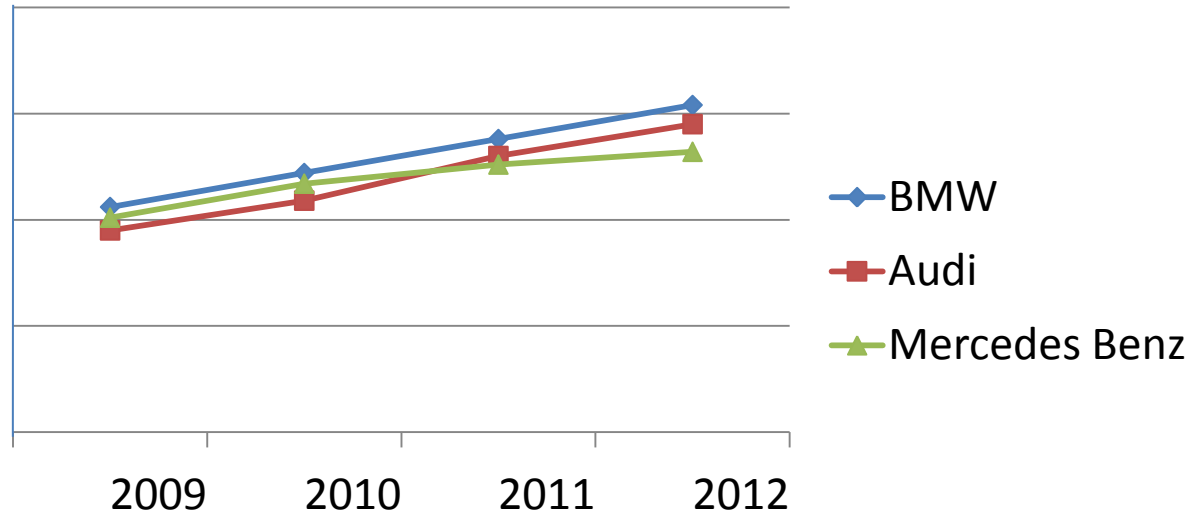
Premium Car Market in China, Market Size, 2012-2017 (000's Units)



- The market grew at a CAGR of .....% during the period 2006-2011.
- Market size of Luxury car in 2017 is expected to reach to ..... units from ..... units in 2012 by growing at a CAGR of.....%.
- Growth in the industry is due to .....

# Competitive Landscape

The Premium Car market is primarily dominated by the German Trio of Mercedes, BMW and Audi.



- The Global sales of Mercedes grew from ..... Million Units in 2009 to ..... Units in 2012.
- The CAGR of BMW grew to ..... during 2009 to 2012.
- Audi recorded a sales of ..... Units in 2012.