

## **Market Report, "United States Autos Report Q1 2011", published**

*Recently published research from Business Monitor International, "United States Autos Report Q1 2011", is now available at Fast Market Research*

**Jan. 30, 2011** - [PRLog](#) -- There were many positives to be found in US vehicle sales data for October 2010, which have prompted BMI to revise our full-year sales forecast upwards. In addition to the headline growth figure of 13.4% year-on-year (y-o-y) for October sales, the relative lack of sales incentives or promotions employed suggest a more natural uptick in the market, which carmakers believe is sustainable for the rest of the year. If this pace can be maintained, we believe the industry can achieve sales of at least 11.6mn units by year-end.

Improved sales for carmakers and loans offered by the Department of Energy for production related to fuel efficient cars has led to a slew of investments in increased capacity. This has also prompted an upwards revision in our production forecast to 7.68mn units by the end of the year. As the majority of investment is geared towards adding smaller cars or alternative-fuelled cars to product ranges, it is the passenger car element of our forecast which has undergone the most prominent revision, with projected growth of 55% for the year.

The underlying strength of the US market and its positive attitude towards foreign investment see it retain first place in BMI's Business Environment Ratings for the auto industry in the Americas. Although it does not have the growth potential of some of the Latin American markets, it does have a strong regulatory framework and fewer limits on potential returns. The country also scores highly for its regulatory environment, reflecting trade agreements such as North American Free Trade Agreement (NAFTA).

Further good news in October for Detroit came in the form of much improved results for the domestic brands, particularly in comparison to some of the Asian brands, which have been posing the biggest threat over the last year. Chrysler showed signs of its restructuring under Italy's Fiat paying off, with growth of 37% y-o-y in October, contributing to growth of 16.5% for the first 10 months of 2010. Ford Motor, which had already reported a better-than-expected Q3 profit, has also increased its market share by 1.5% on the back of 19.3% growth in October and 20.8% for the 10-month period. Results for General Motors Company (GM) show growth of 4.2% for October, which on paper lags its local rivals. However, when the sales of GM's discontinued brands are removed from October 2009's sales to give a like-for-like comparison in brand terms, sales were up 13% for the month.

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