

Vehicle branding and the development of the motor industry have evolved hand in hand

Research and Markets have announced the addition of the 'Car Brands in North America - Market Analysis and Profiles' report to their offering.

([PRWEB](#)) January 25, 2004 --This very comprehensive report takes an in-depth look at the North American market and the branding strategies of the major players in that market.

The first chapter reviews the background to vehicle branding, and how it has evolved alongside the development of the motor industry.

The second chapter analyses the relationship of vehicle brands to the segmental structure of the US market, taking due note of market-specific factors such as the scale and significance of the truck segments.

The third chapter examines the status of specialist vehicle brands, and the various arguments that have to be considered by the major corporations in deciding whether to develop these in-house or to go out to buy them.

The fourth and longest chapter offers a brief profile of each of the brands currently marketed in the US. Corporate profiles have also been included for the multi-brand corporations, as introductions to their individual brands.

The final chapter looks at the future environment for vehicle brand marketing in North America, and suggests some of the possible developments.

For a complete index of this report click on <http://www.researchandmarkets.com/reports/42797>

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