



## **All the major issues and events in auto manufacturing, leasing, fleet and the aftermarket in the Automotive MarketWatch March 2004 edition**

*Research and Markets are delighted to announce the addition of MarketWatch: Automotive - March 2004 to their offering*

([PRWEB](#)) April 16, 2004 -- This Automotive MarketWatch contains news, analysis and opinion from the automotive industry. It covers all the month's major issues and events in auto manufacturing, leasing, fleet and the aftermarket.

This report is designed to provide:

- An insight into the future shape of the market for players at all levels
- Expert analysis into the implications of the month's important industry events
- All the month's top business stories in headline and summary form
- Insight into the structure and competitive position of a key company

The report also highlights:

Led by the likes of Toyota and Nissan, Southeast Asian automakers grew both sales and share in the US last year and the trend is expected to continue in 2004. The Big Three will look to respond with revamped car ranges, but the next big wins for the Japanese could be in the truck segment.

Martin Leach, the former head of Ford's European operations, has been granted an injunction against Ford, preventing the automotive giant from enforcing a two-year non-compete clause. As Ford struggles to meet its goals in Europe, the negative publicity, however short lived, is the last thing that it needs.

Reasons to purchase the report

- Not only keeps you updated about industry events - it also gives you opinion and insight
- Draws upon analysts' extensive experience to bring you our perspective on the impact of the latest events
- Provides you with your own news archive to track company and industry progress, giving you an extensive reference to relevant events and issues

For a complete index of this report click on

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