



## **Toyota Has Experienced a Massive Growth Spurt of Late, Recently Overtaking GM as the World's Largest Carmaker**

Dublin ([PRWEB](#)) January 9, 2006 -- Research and Markets (<http://www.researchandmarkets.com/reports/c30188>) has announced the addition of New Cars: Global Industry Guide to their offering

The new Cars: Global Industry Guide is an essential resource for top-level data and analysis covering the new cars industry. It includes detailed data on market size and segmentation, textual analysis of the key trends and competitive landscape, and profiles of the leading companies. This incisive report provides expert analysis on a global, regional and country basis.

### Scope of the Report

- Contains an executive summary and data on value, volume and segmentation
- Provides textual analysis of the industrys prospects, competitive landscape and profiles of the leading companies
- Covers Global, European, Asia-Pacific & 11 individual country markets
- Includes a five-year forecast of the industry

### Highlights

Europe's domination of the market is expected to continue, although it should be noted that the rapid growth experienced in Asia-Pacific will begin to eat into the revenue gap between these two regions moving forward.

Toyota has experienced a massive growth spurt of late, recently overtaking GM as the world's largest carmaker.

Companies across the sector have been emulating Toyota's lean manufacturing process regarded across the world as a benchmark for ensuring quality and efficiency.

### Why you should buy this report:

- Spot future trends and developments
- Inform your business decisions
- Add weight to presentations and marketing materials
- Save time carrying out entry-level research



## Definition

The new cars market consists of the initial retail sale of passenger cars. The market value is calculated at retail selling price (RSP) and the market volume is given in terms of units sold. Any currency conversions used in this report have been calculated at the constant 2004 annual average exchange rate.

For the purposes of this report, Europe is defined as France, Germany, Italy, Spain, Belgium, Netherlands, Denmark, Czech Republic, Hungary, Norway, Poland, Russia, Sweden and the United Kingdom.

Asia-Pacific is defined as Australia, China, India, Japan, South Korea and Taiwan. For China, only private-owned vehicles are included.

The global market consists of Europe, Asia-Pacific, Canada, Brazil, Mexico, South Africa and the US.

## Company Profiles Include:

Ford Motor Company  
General Motors Corporation  
Honda Motor Co., Ltd.  
PSA Peugeot Citroen S.A.  
Renault S.A.  
Toyota Motor Corporation  
Volkswagen AG

For more information visit <http://www.researchandmarkets.com/reports/c30188>

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