

# Australian Automotive Intelligence

SPECIALISTS ON THE AUSTRALIAN AUTOMOTIVE INDUSTRY AND MARKET

*In the current national and global economic climate, access to trusted and specialised automotive industry insights is critical.*

## 2010 YEARBOOK

The 2010 AAI YEARBOOK is a one-stop reference guide to the automotive market and industry in Australia.

Now in its 9th edition, this unique industry resource contains all the data and information you need to keep abreast of Australia's fast moving auto market and industry including more than 100 in-depth profiles of Australian car manufacturers, component makers, vehicle importers and distributors plus well-sorted data sets and industry reference points.

Easily the most comprehensive information source for the industry, AAI's 2010 YEARBOOK offers the benefits of more than nine years of direct research and development, as well as 17 years of activity by Australian Automotive Intelligence.

OVER 100 COMPANY PROFILES

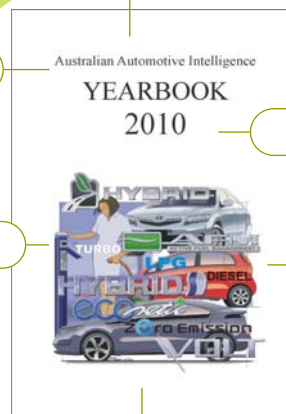
UNIQUE DATA

CD or HARDCOPY

9th EDITION

OVER 300 PAGES

INDEPENDENT ANALYSIS



- > OVER 300 PAGES OF AUTOMOTIVE INDUSTRY DATA AND ANALYSIS
- > OVER 100 IN-DEPTH PROFILES OF AUSTRALIAN CAR AND COMPONENT MANUFACTURERS, VEHICLE IMPORTERS AND DISTRIBUTORS
- > UP TO DATE INFORMATION PRESENTED WITH EASY TO USE GRAPHS AND TABLES
- > THIS VITAL INDUSTRY RESOURCE IS YOURS FOR ONLY \$654.50 (INCL. GST OR OVERSEAS EXPRESS DELIVERY)
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Established in 1993, Australian Automotive Intelligence is a specialised business and policy consultancy focusing on the Australian automotive industry.

AAI publishes the AAI REPORT and AAI YEARBOOK, assists industry organisations and companies in their submissions to governments and consults with companies on strategic, market and other automotive industry matters.

Led by economist and industry specialist Richard Johns, AAI has developed an enviable reputation for providing comprehensive and independent analysis on a broad range of issues concerning Australia's automotive sector.

AAI's deep knowledge of the Australian market and industry, its ability to see Australia's industry in a global context, as well as long experience in forecasting and a talent for incisive commentary sets AAI apart.

### ORDER YOUR COPY NOW

With its unique data and independent analysis, the AAI YEARBOOK provides a rich and valuable insight into Australia's automotive market and industry making it a 'must have' tool for anyone who needs to stay well informed.

Australian Automotive Intelligence



**THE 2010 AAI YEARBOOK COMPRISES 5 CHAPTERS THAT TOGETHER PROVIDE UNIQUE AND COMPREHENSIVE COVERAGE OF THE AUSTRALIAN AUTOMOTIVE INDUSTRY.**

**KEY DATA**

This chapter of the YEARBOOK presents a detailed collection of industry wide data and information with user friendly charts and tables. For 2010 there are new data sets and charts adding to the already extensive collection. Coverage includes:

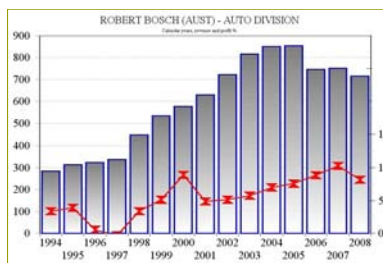
- a concise history of the Australian automotive industry and government policy
- key industry developments in 2009
- best car awards, car fuel consumption data, motor vehicle usage
- car price indexes, earnings and affordability
- vehicle sales by segment, marque and model, for cars, trucks, buses and motorcycles plus state totals
- industry production and employment
- vehicle finance data
- vehicle parc by age, scrappage and state
- automotive exports and imports including used vehicle imports
- industry data sources and key organisations.



**AUSTRALIAN COMPONENT MANUFACTURERS**

More than 90 Australian component manufacturers are profiled in this chapter - some new in 2010 - with information and data including:

- a brief history and recent developments
- company ownership and links to international affiliates
- operations including divisions and subsidiary companies
- major automotive products and key customers
- international and export activity
- financial performance.



**AUSTRALIAN CAR MANUFACTURERS**

This chapter provides detailed profiles of the Australian car makers Ford, Holden and Toyota. Each of the five page profiles succinctly details:

- the history of the Australian company
- market strategies
- manufacturing operations and production
- exports and international activity
- market performance and models
- financial performance over two decades - all updated with the latest results.

**LIGHT VEHICLE IMPORTERS**

The operations of the importers of more than 20 light vehicle marques are detailed in this chapter. The profiles for each light vehicle importer comprise:

- company composition and ownership
- a brief history of Australian operations and the marques distributed
- market performance
- sales by model within the various vehicle segments
- financial performance.

**HEAVY COMMERCIAL VEHICLE ASSEMBLERS & IMPORTERS**

This chapter offers profiles of heavy vehicles assemblers and importers which include:

- company financial performance
- heavy bus data
- profiles for the four assemblers - Iveco, Kenworth, Mack and Volvo - and 7 key importers.

NEW

NEW

NEW

DATA FOR MARQUE OWNED FINANCIERS  
**NEW**  
FOR 2010  
IN THESE CHAPTERS

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