

Automobile Market Germany

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Content:

From the background of the different forms of passenger cars, the author brings forward the argument of the drastic sale slumps of -8 % in the January-September 2007 time period, whereas September alone holds the negative record with -11 %. According to this, especially compact cars, luxury cars and vans with over double-digit recurrent registration numbers cannot be or are very difficult to be sold within Germany. The winners of this trend are thus especially sport cars (+ 45 %) and off-road vehicles (+4 %).

Thus, the article reflects the new lifestyle comprehension of the contemporary potential buyer structures.