

German Automobile Market Collapses

(Handelsblatt, No 235, 6th December 2007)

Content:

The author describes the drastic decline of the sales figures in case of passenger cars in Germany. In 2006, the lowest domestic value since the reunification was reached, with marginal 3, 5 million vehicles. The fact that the German automobile plants operate at their full capacity – with a production figure of 5, 7 million passenger cars – is only explainable by the sustained export. Thus, it is to be reckoned that the pressure of the motorists to shift production volumes abroad will increase, in order to thus control especially the factor costs transportation and remuneration.

In order for your company to be ideally placed in front of this strategic development, the experts of the KW- Consulting-Group are at your disposal at any time with individually developed strategic concepts.