

Press Releases

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Cutthroat Global Competition in the Automotive Industry

The former chief economist of one of Germany's leading automotive corporations publishes an analysis of the global auto industry and discusses the survival chances of the twelve largest automotive groups

Giant discounts in all segments of the market, production cuts accompanied by spectacular loss of jobs and factory closures in the USA, and an unstoppable flow of jobs from Western Europe to low-wage countries in Eastern Europe and China currently dominate the global automotive industry. American and German auto manufacturers, and especially their suppliers, are particularly affected by crippling cost competition from Asia. Accustomed to growth, the industry is entirely unprepared for this type of cutthroat competition, making it a particularly painful experience. The industry and political sphere alike are in a state of confusion and uncertainty. In contrast, Asian manufacturers are on a seemingly relentless advance, with TOYOTA and Hyundai at the forefront.

Can the Asian carmakers be stopped? Can the industry count on a return to "normality" in the future, with competition that is not so tough? Or will the pressure get even worse? And what are the consequences for Western Europe and Germany in particular, as production locations? How many more jobs will be lost over the next few years? What chances do the twelve largest auto corporations around the world have of survival up to 2015? Who will come out on top? Do GM and Ford, or even DaimlerChrysler, have a chance? How about Renault, Peugeot, Citroën and Volkswagen?

It's high noon in the auto industry - and a new book with the same provocative title provides clear answers to all these questions. For the first time, a book deals with the auto industry from a new perspective. It concentrates on neither the supply nor the demand side, but brings both together from the global point of view. The author Helmut Becker, former chief economist of a German automotive corporation, has intimate knowledge of the industry and is a great strategist. He gets to the bottom of the crisis and details how the megatrends of the global automobile market will develop during the next ten years. He provides an assessment of which of today's twelve largest auto manufacturers have the best "chances" of surviving the cutthroat competition. Becker also recommends tough strategies for the supply industry to remain competitive.

[High Noon in the Automotive Industry](#) touches a sore point. Even if some of the truths are uncomfortable and painful for powerful automotive corporations, Becker takes his inspiration from Albert Einstein: "The important thing is not to stop asking."

Helmut Becker

[High Noon in the Automotive Industry](#)

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High Noon in the Automotive Industry

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