

Car Retailing - Brazil - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Cars are an integral part of the Brazilian lifestyle. They represent a major asset for people who already own one and the epitome of the consumerist dream for most who do not. Yet price remains a very strong barrier to vehicle ownership, and the majority of Brazilians can only afford them secondhand"

— Victor Fraga, Senior Analyst

This report looks at the following areas:

This report investigates the car retailing market in Brazil.

The market covers small, medium, large, multiple use and sports utility vehicles primarily for carrying small numbers of passengers. Market size is based on annual new registrations; it excludes secondhand sales.

Also excluded are commercial vehicles which are primarily used for moving freight or goods and multiple passenger carriers, which are usually designed/purpose-built for fare payers, such as taxis.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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