

TABLE OF CONTENTS

INTRODUCTION	5
1 THE IMPORTANCE OF THE AUTOMOTIVE INDUSTRY IN THE EUROPEAN ECONOMY	6
1.1 Importance of the sector for the European Union	6
1.2 Motor vehicle production in the European Union	6
1.3 Localisation of the automotive industry in the EU	9
1.4 Foreign trade in motor vehicles performed by the EU as a whole with non-member countries	15
1.5 Registration of new passenger cars in the European Union	18
2 THE EUROPEAN AUTOMOTIVE INDUSTRY IN A GLOBAL CONTEXT	21
2.1 China	25
2.2 USA	28
2.3 India, Turkey	29
3 THE EUROPEAN AUTOMOTIVE INDUSTRY FROM THE POINT OF VIEW OF FINANCIAL ANALYSIS AND INDUSTRY STRUCTURE	31
3.1 Profitability in the European automotive industry	31
3.2 Challenges arising from the structure of the sector and pressures for change	33
4 CHALLENGES FOR THE EUROPEAN AUTOMOTIVE INDUSTRY	35
4.1 The impact of macroeconomic shocks on the car market in the EU	35
4.2 The rise of electromobility	38
CONCLUSION	51
SOURCES	52