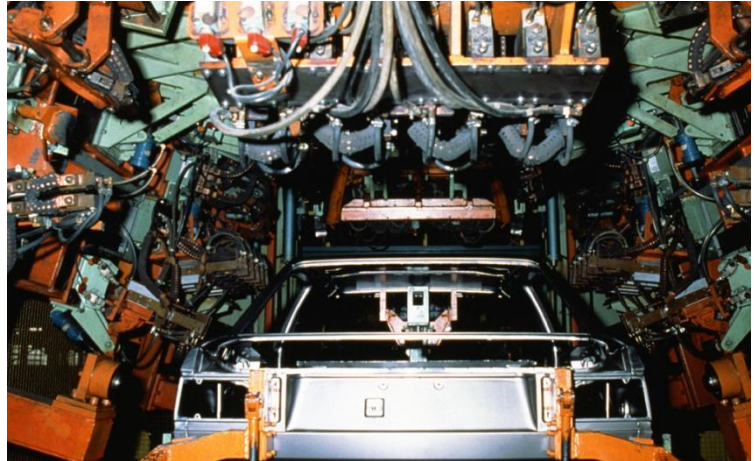
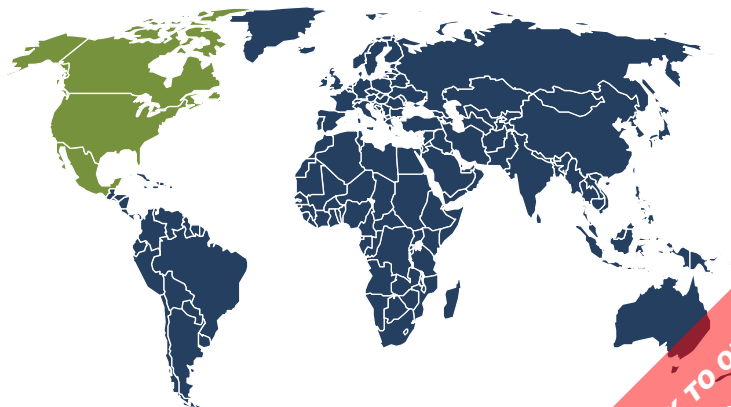


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# Automotive High-Strength Steel: North America

June 2014



## Highlights

### Industry Overview

Market Size and Trends | Application Segmentation | Country Segmentation  
Environmental and Regulatory Factors | Technology  
Competitive Fuel Economy Technologies

### Demand Forecasts

Market Environment | Application Forecasts | Country Forecasts

### Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

### Resources

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## ABOUT THIS REPORT

### Scope & Method

This report forecasts North American automotive high-strength steel (HSS) demand in pounds and US dollars at the manufacturers' level to 2018. Total demand in pounds is segmented by application in terms of:

- body structure and frame
- other exterior and structural applications such as closures, body panels, and trim
- engine and mechanical
- interior.

The scope of this report covers the market for HSS in the North American original equipment light vehicle industry.

Total demand in pounds is also segmented by country as follows:

- US
- Mexico
- Canada.

To illustrate historical trends, total demand in pounds is provided in an annual series from 2003 to 2013; total demand in value and the various segments in pounds are reported at five-year intervals for 2013 and 2013. Forecasts are developed via the identification and analysis of pertinent statistical relationships and other historical trends/events as well as their expected progression/impact over the forecast period. Changes in quantities between reported years of a given total or segment are typically provided in terms of five-year compound annual growth rates (CAGRs). For the sake of brevity, forecasts are generally stated in smoothed CAGR-based descriptions to the forecast year, such as "demand is projected to rise 3.2% annually through 2018." The result of any particular year over that period, however, may exhibit volatility and depart from a smoothed, long-term trend, as historical data typically illustrate.

Key macroeconomic indicators are also provided at five-year intervals with CAGRs for the years corresponding to other reported figures. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

### Sources

*Automotive High-Strength Steel: North America* is based on [Lightweight Automotive Materials in North America](#), a comprehensive industry study published by The

Freedonia Group in June 2014. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- The Freedonia Group Consensus Forecasts dated January 2014 and April 2014
- the findings of other industry studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

## Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
331111	Iron and Steel Mills	3312	Steel Works, Blast Furnaces, and Rolling Mills
331112	Electrometallurgical Ferroalloy Product Manufacturing	3313	Electrometallurgical Products, Except Steel
331221	Rolled Steel Shape Manufacturing	3315	Steel Wire Drawing and Steel Nails and Spikes
331222	Steel Wire Drawing	3316	Cold-Rolled Steel Sheet, Strip, and Bars
331513	Steel Foundries (except Investment)	3325	Steel Foundries, NEC
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	3399	Primary Metal Products, NEC

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