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World Buses

Industry Study with Forecasts for **2018 & 3023**

Study #3232 | March 2015 | \$6300 | 439 pages

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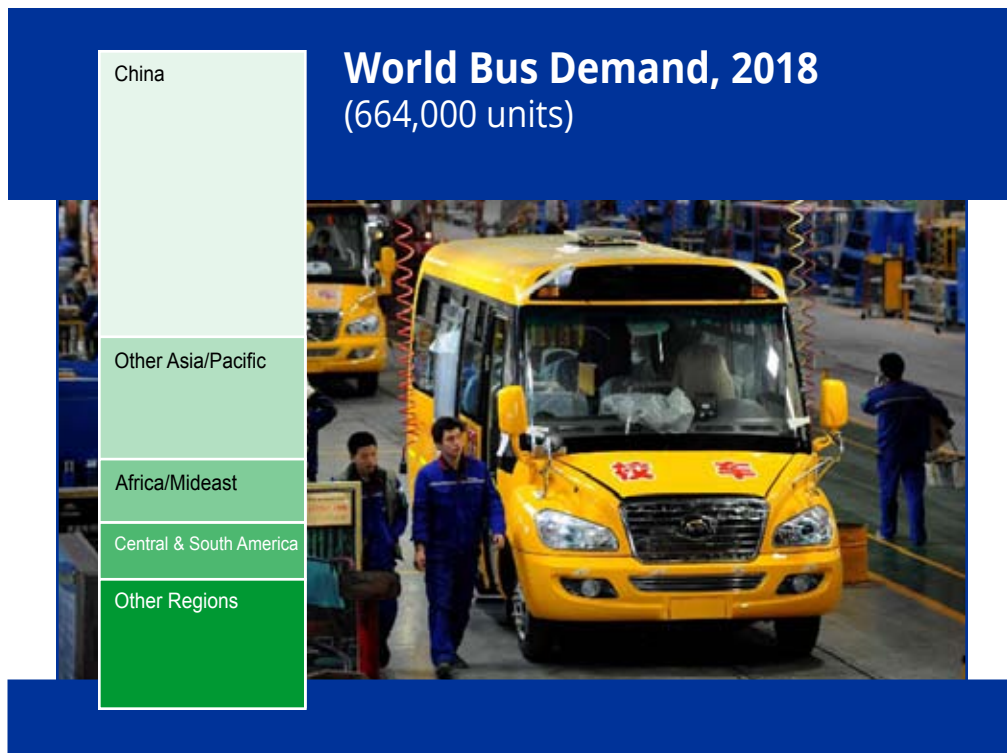
Growth factors include rising government spending on bus rapid transit systems, growth in private transportation companies, sales of alternative-fuel buses, and the use of Type C school buses.

World demand to rise 5.3% annually through 2018

Global demand for buses is projected to advance more than five percent per annum to 664,000 units in 2018, twice as fast as the 2008-2013 rate of increase. The number of buses in use worldwide is expected to exceed eight million units in that year. Five major trends will drive growth:

- Expansion in the size of the global urban population.
- Rising government investment in public transportation networks, particularly bus rapid transit systems, to reduce traffic congestion and improve air quality.
- Growth in the number and size of private transportation companies.
- Climbing worldwide sales of electric, hybrid, compressed natural gas (CNG), and liquefied natural gas (LNG) models, as many countries adopt more stringent emissions standards and as environmental considerations grow in importance.
- Growth in the use of Type C and other school bus models in response to government efforts to expand access to education, safety concerns, and more favorable conditions in the large US market.

However, global bus sales increases will be restrained by rising use of motor-cycles and light motor vehicles as



income levels climb in many developing nations. The expansion of rail transportation networks around the world is also expected to moderate bus market growth.

Motor coaches, transit buses to see faster gains

Demand for all major product types -- motor coaches, transit buses, and other buses -- will expand at a faster pace than during the 2008-2013 period. As the use of motor coaches by private transportation companies and firms involved in tourism increases steadily, this product segment will register above average growth. As personal incomes rise, passengers will increasingly expect

the greater comfort, safety, and onboard services (e.g., television screens, outlets) that motor coaches offer, giving them a distinct advantage over other bus types. Increased government investment in bus transportation networks is forecast to drive advances in transit bus sales. Many older buses currently being used for public transportation will be replaced as there is considerable pent up demand in multiple markets after a period of limited government spending. Also, conventional transit buses will be gradually replaced with alternative fuel models. As the global economy continues to improve, sales of school buses, shuttles, and other specialty models will grow at a healthy pace.

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Sample Text, Table & Chart

OTHER REGIONS

Brazil: Bus Market Outlook -- Bus demand in Brazil is expected to rise to 1.2 million units in 2018. The number of buses is expected to reach 100,000 units that year. Additionally, increased government investment in public transportation in March 2014, for instance, the city of Belo Horizonte voted to purchase 1,000 buses for its BRT system. This industry expands in Brazil. Public transportation networks in cities are plagued by overcrowding issues, so private transportation is a convenient alternative. Brazil's tourism industry is expected to grow more than four percent per annum during the 2013-2018 period.

As the number of visitors climbs, resorts, sightseeing operators, tour companies, and other participants will purchase more buses. A number of factors are expected to restrain growth in the Brazilian bus market through 2018. First, sales of buses are expected to advance at a more restrained pace after the 2016 Summer Olympics, which will produce a spike in demand. Second, a number of Brazilian cities plan to raise bus fares by as much as 15 percent in 2015 in order to maintain normal operations. Because many of the country's poorest citizens rely on public buses, both the number of riders and the number of buses needed are expected to increase at a slower pace in the future. Third, motorcycle and light motor vehicle sales in the country are expected to rise at a healthy pace going forward, meaning fewer people will rely on public transportation. Finally, the government of Brazil is currently looking for investors to fund a large number of rail projects in the country, which will limit how many buses are needed.

Motor coaches, transit buses, and other models are all popular in Brazil. Transit buses are widely used for both intracity and intercity travel because the country's rail network is underdeveloped.

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SAMPLE
TEXT

TABLE VII-3

BRAZIL: BUS SUPPLY & DEMAND
(units)

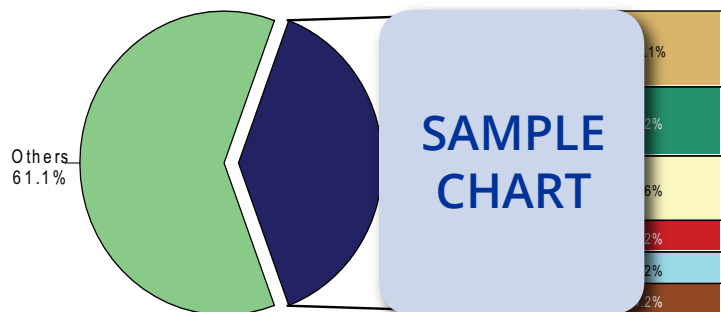
| Item | 2003 | 2008 | 2013 | 2018 | 2023 |
|--------------------------------------|------|------|------|------|------|
| Gross Domestic Product (bil 2012\$) | | | | | |
| per capita GDP | | | | | |
| Population (mil persons) | | | | | |
| % urban | | | | | |
| Urban Population (mil persons) | | | | | |
| buses/bil \$ GDP | | | | | |
| buses/mil urban capita | | | | | |
| Bus Demand | | | | | |
| + net exports & sales from inventory | | | | | |
| Bus Production | | | | | |
| % Brazil | | | | | |
| C&S America Bus Production | | | | | |

SAMPLE
TABLE

Source: The Freedonia Group, Inc.

CHART VIII-1

WORLD BUS MARKET SHARE BY UNITS, 2013
(512,000 units)



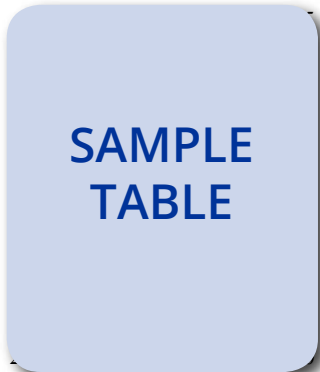
SAMPLE
CHART

Sample Profile & Table, & Study Coverage

TABLE VII-4
BRAZIL: BUSES IN USE & BUS DEMAND BY PRODUCT (units)

| Item | 2003 | 2008 | 2013 | 2018 | 2023 |
|---|------|------|------|------|------|
| Urban Population (mil persons) buses in use/mil urban capita | | | | | |
| Buses in Use (000 units) demand/000 buses in use | | | | | |
| Bus Demand | | | | | |
| Motor Coaches | | | | | |
| Transit Buses | | | | | |
| Other Buses | | | | | |
| % Brazil C&S America Bus Demand | | | | | |

Source: The Freedonia Group, Inc.



COMPANY PROFILES

Ashok Leyland Limited
 No. 1 Sardar Patel Road
 Guindy, Chennai 600032
 India
 91-44-22
 http://w

SAMPLE PROFILE

Sales: \$
 Geograp
 ties) Ind
 Employ

including excise du-

Key Products: city, touring, school, airport tarmac, hybrid electric, and other buses; and bus chassis

Ashok Leyland is one of India's leading manufacturers of commercial vehicles, including trucks and buses, as well as defense and emergency vehicles. The Company operates through five segments: Commercial Vehicles, Engines and Gensets, Spare Parts and Others, Services, and Other. Hinduja Group, an India based investment firm, is one of Ashok Leyland's largest investors.

The Company competes in the world bus industry via the Commercial Vehicles segment, which had FY 2014 sales of \$1.5 billion, including excise duties and intersegment eliminations. Through the segment, Ashok Leyland makes buses, bus chassis, and other commercial vehicles. Ashok Leyland sold 14,950 buses in India in FY 2014.

Among the Company's buses are SLF front and rear diesel engine, and front compressed natural gas (CNG) engine, TITAN double-deck, STAG and LYNX school, ULE diesel and CNG, and VESTIBULE articulated city buses; LYNX and STAG suburban city buses; LYNX

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STUDY COVERAGE

This Freedonia study, *World Buses*, presents historical data (2003, 2008, 2013), as well as forecasts (2018, 2023) for supply and demand, as well as buses in use and bus demand by product, in 6 regions and 22 countries. The study also considers market environment factors, examines the industry structure, evaluates company market share and profiles 39 global industry players.

Related Studies

World Motorcycles

World demand for motorcycles will rise 5.9 percent yearly to 132.4 million units in 2018, valued at \$119.5 billion. The Asia/Pacific region will remain the dominant market, while the Africa/Mideast region grows the fastest. E-bikes and other electric motorcycles will capture market share from internal combustion engine (ICE) models in most countries. This study analyzes the 99.5 million unit world motorcycle industry, with forecasts for 2018 and 2023 by type, world region, and for 23 countries. The study also evaluates company market share and profiles industry players.
#3198..... December 2014.....\$6500

Recreational Boating

US recreational boating product sales will rise 6.1 percent annually to \$13.1 billion in 2018. The dominant powerboat segment will benefit from newer engines that add versatility, such as those for pontoons that can pull inner-tubers or skiers. The personal watercraft segment will be aided by its low cost, entry-level market position. This study analyzes the \$9.7 billion US recreational boating industry, with forecasts for 2018 and 2023 by material, product and US regional market. The study also evaluates company market share and profiles industry competitors.
#3203..... September 2014.....\$5300

World Hybrid & Electric Vehicles

World hybrid and electric vehicle (H/EV) sales will more than double through 2018, accounting for nearly one-quarter of all new motor vehicles sold. Gains will be led by micro and mild hybrids, which are conventional vehicles equipped with relatively low-cost systems (e.g., start-stop, regenerative braking) that reduce fuel use and vehicle emissions. This study analyzes the 10.1 million unit world H/EV industry, with forecasts for 2018 and 2023 by type, market, world region, and for 18 countries. The study also evaluates company market share and profiles industry players.
#3155.....June 2014.....\$6100

World Diesel Engines

Global diesel engine sales are forecast to rise 7.7 percent per year through 2017 to \$248.5 billion. The Asia/Pacific region will remain the dominant and fastest-growing geographic market. Motor vehicles will remain the dominant diesel engine market, but will be outpaced by the off-highway and other mobile equipment segment. This study analyzes the \$171.5 billion world diesel engine industry, with forecasts for 2017 and 2022 by application, product, world region, and for 29 countries. The study also evaluates company market share and profiles industry players.
#3134.....April 2014.....\$6200

Recreational Vehicles

The US recreational vehicle (RV) market is forecast to increase 4.8 percent annually to \$10.7 billion in 2017. Travel trailers will remain the largest product category, while motor homes and campers and camping trailers will be the fastest growing. The South and West regions will continue to lead sales and account for over three-quarters of all US demand. This study analyzes the \$8.5 billion US RV industry, with forecasts for 2017 and 2022 by product and regional market. The study also evaluates company market share and profiles industry players.
#3046.....August 2013.....\$4900

About The Freedonia Group

The Freedonia Group, Inc., is a leading international industry market research company that provides its clients with information and analysis needed to make informed strategic decisions for their businesses. Studies help clients identify business opportunities, develop strategies, make investment decisions and evaluate opportunities and threats. Freedonia research is designed to deliver unbiased views and reliable outlooks to assist clients in making the right decisions. Freedonia capitalizes on the resources of its proprietary in-house research team of experienced economists, professional analysts, industry researchers and editorial groups. Freedonia covers a diverse group of industries throughout the United States and other world markets. Industries analyzed by Freedonia include:

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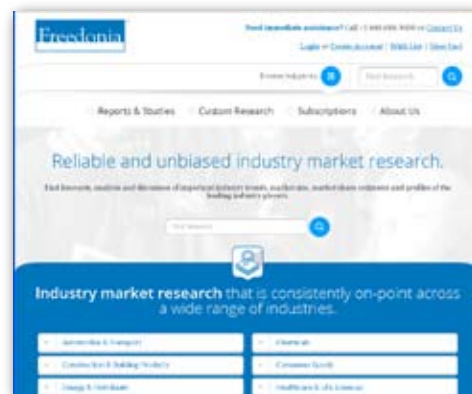
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