



# Vehicle manufacturers in the race for environmental success

## 2008/09 Automotive Industry Green Audit & Ranking



This ground-breaking new report from ABOUT Automotive assesses to what extent the automotive industry – traditionally a major enemy of the green movement – has started to clean up its act, and reduce its environmental impact.

The report provides a fresh, impartial – and often critical – view, not just of the automotive industry as a whole, but on the individual vehicle manufacturers themselves.

### Benchmarking & comparison

The report contains over 80 data tables and figures. The activities, attitudes and strategies of the 12 vehicle manufacturers are analysed in a variety of compelling charts. Side-by-side, each manufacturer is assessed – and compared against each rival. There are exclusive charts that directly compare the vehicle manufacturer's activities in areas such as:

- New technology
- Lifecycle analysis
- Recycling
- Investment in renewals
- CSR/sustainability rankings
- Attitudes towards climate change and potential fuel shortages
- Green supplier programmes
- Green dealer programmes

### Detailed manufacturer profiles

Each of the 12 vehicle manufacturers have been analysed, and the results are set out in a series of detailed profiles. Each manufacturer has its own headline SWOT analysis – making it easy to compare each company's current strategic strengths, weaknesses, opportunities and threats against their closest rival. The overall strategy of each company is then broken down into the following categories:

- Summary and recent developments
- CSR/climate change strategies
- Product
- Future technology strategies
- Closing the loop – lifecycle analysis
- Manufacturing

### The Ranking: who currently leads the way - and why



Central to this new research is the exclusive 'Green ranking'. The 12 leading vehicle manufacturers are individually assessed, and ranked according to a variety of criteria – using examples of best practice as benchmarks. The result is a ranking that plots where each of the manufacturers are now, and commentary that provides pointers as to which companies are best positioned to win the race to be the leading 'green' manufacturer of the future.

The vehicle manufacturers covered are:

- BMW
- Daimler
- Fiat
- Ford
- GM
- Honda
- Hyundai
- Nissan
- PSA
- Renault
- Toyota
- Volkswagen

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