



Vehicle Census Analysis – Saudi Arabia 2010

This Vehicle Census Analysis report is based on available detailed motor vehicle import, production, export, new registration, and census data. All five sets of data are crosschecked against a valid model table (list of valid motor vehicle models), and compared with each other to verify data integrity. Theoretically, new registration = import + production – export. The export data from vehicle manufacturers to the market being studied is also compared to government customs export data we collect (this allows us to estimate gray market and used vehicle sales).

We process 12 years of detailed new motor vehicle registration (make and model level), and 24 years of aggregate new motor vehicle registration. This information is then compared to the fifth set of data, government vehicle census (parc) data. If the vehicle shipment data does not support the government provided vehicle census (parc) data, it is rejected, and we use a computer model to estimate the vehicle census analysis. Examples of rejected government data include countries where new vehicle sales are added to a running total (this happens more often than we would like).

A scrapping model based on the Weibull distribution calculates the Vehicle Age Distribution. This model was tested and modified by using actual data for over 30 countries in the early 1980's, and has been tested on over 150 countries over the years.

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If you know how many of each motor vehicle make and model are in use in a country, you can:

- • Decide which automotive parts you should inventory there.
- • Calculate the percent of vehicles your current automotive product range covers.
- • Choose which parts need to be added to your product range.
- • Determine which parts fit too few vehicles to add to your product range.

This reports details how many of each make, model, and year model of motor vehicle are in use.

For international vehicle market planning, Vehicle Census Analysis (parc) includes the following exhibits and reports:

- • **0-12 YEAR OLD PASSENGER CAR CENSUS PIE CHART**
- • **0-12 YEAR OLD TRUCK & BUS CENSUS PIE CHART**

These graph share of vehicles in use by make. These pie charts graphically illustrate the market share of major makes.

- **· COMPILATION NOTES**
This compares the report against government numbers, reports total sales for past 25 years, reports the used/gray/stolen vehicle ratio, and accepts or rejects the government vehicle census number.
- **· VEHICLE AGE DISTRIBUTION**
This reports age of vehicles in use. This table analyses the vehicle age distribution by age, share of market, and units in operation, including those over 12 years old.
- **· ALIAS TABLE**
This reports alias names for models sold in the market. This table cross references model names used in various markets with the most common name used for the model by the manufacturer.
- **· ENGINEERING ORIGIN ANALYSIS**
This reports vehicles in use by type, and engineering origin. This report analyses the nationalities of the vehicles.
- **· ASSEMBLY ORIGIN ANALYSIS**
This reports vehicles in use by type, and assembly origin. This report analyses where the vehicles were built.
- **· CLASS ANALYSIS**
This reports vehicles in use by type, segment, and class. This report analyses what vehicle classes are popular.
- **· MAKE RANKING**
This reports vehicles in use by type, and make, rank listed by vehicles in use. This reports what are the most popular makes.
- **· MODEL RANKING**
This reports vehicles in use make, and model, rank listed by vehicles in use. This reports what are the most popular models.
- **· MAKE MODEL ANALYSIS**
This reports vehicles in use by make, type, and model. This reports detail by model, showing make, model, platform, vehicle assembly point, body, doors, wheelbase, weight, engine cc, fuel, drive, transmissions, class, and units in operation.

We have reports for 212 countries in total. Please contact us for more information.