

AUTOMOTIVE INDUSTRY

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- The **automotive industry** comprises a wide range of companies and organizations involved in the design, development, manufacturing, marketing, and selling of motor vehicles. It is one of the world's largest economic sectors by revenue. The automotive industry does not include industries dedicated to the maintenance of automobiles following delivery to the end-user, such as automobile repair shops and motor fuel filling stations.
- The word *automotive* comes from the Greek *autos* (self), and Latin *motivus*, referring to any form of self-powered vehicle. This term, as proposed by Elmer Sperry (1860-1930), first came into use with reference to automobiles in 1898.

Car

- A **car** (or **automobile**) is a wheeled motor vehicle used for transportation. Most definitions of *cars* say that they run primarily on roads, seat one to eight people, have four tires, and mainly transport people rather than goods.
- Cars came into global use during the 20th century, and developed economies depend on them. The year 1886 is regarded as the birth year of the modern car when German inventor Karl Benz patented his Benz Patent-Motorwagen. Cars became widely available in the early 20th century. One of the first cars accessible to the masses was the 1908 Model T, an American car manufactured by the Ford Motor Company.



History

The automotive industry began in the 1860s with hundreds of manufacturers that pioneered the horseless carriage. For many decades, the United States led the world in total automobile production. In 1929, before the Great Depression, the world had 32,028,500 automobiles in use, and the U.S. automobile industry produced over 90% of them. At that time the U.S. had one car per 4.87 persons. After World War II, the U.S. produced about 75 percent of world's auto production. In 1980, the U.S. was overtaken by Japan and then became world's leader again in 1994. In 2006, Japan narrowly passed the U.S. in production and held this rank until 2009, when China took the top spot with 13.8 million units. With 19.3 million units manufactured in 2012, China almost doubled the U.S. production, with 10.3 million units, while Japan was in third place with 9.9 million units.



● Economy

- Around the world, there were about 806 million cars and light trucks on the road in 2007, consuming over 980 billion litres (980,000,000 m³) of gasoline and diesel fuel yearly. The automobile is a primary mode of transportation for many developed economies. The Detroit branch of Boston Consulting Group predicted that, by 2014, one-third of world demand would be in the four BRIC markets (Brazil, Russia, India and China). Meanwhile, in the developed countries, the automotive industry has slowed down.



Automotive industry in Serbia

- **Serbia's automotive industry** is one of the most important industrial sectors and makes about 15% of industrial output of the country and 18% of all exports (expected to reach \$2 billion in 2013).^[1]

The Serbian automotive industry has its roots at very beginning of 20th century, when, in 1904, the industrial military complex Zastava creates a section dedicated to automobile repair and manufacture of certain parts.



- **Yugoslav era**

- In 1939, Zastava began assembling Chevrolet trucks. Production came to end with the start of the Second World War. Until 1941, the factory in Kragujevac produced 400 Chevrolet military trucks and the automotive section of the Zastava industrial complex employed 12,000 workers.
- In 1953, at the centenary of the company, Zastava signed a contract with Italian manufacturer FIAT to start the production several models under licence, including trucks, passenger cars, tractors and heavy-duty vehicles. In 1955 starts the production of what became the most popular model, the Zastava 750, which counted a total of 923,487 units produced. In 1965 Zastava starts exporting abroad.



Car in future

- An **electric car** is an automobile that is propelled by one or more electric motors, using energy stored in rechargeable batteries. The first practical electric cars were produced in the 1880s. Electric cars were popular in the late 19th century and early 20th century, until advances in internal combustion engines, electric starters in particular, and mass production of cheaper petrol (gasoline) and diesel vehicles led to a decline in the use of electric drive vehicles.
- From 2008, a renaissance in electric vehicle manufacturing occurred due to advances in batteries, and the desire to reduce greenhouse gas emissions and improve urban air quality. Several national and local governments have established government incentives for plug-in electric vehicles, tax credits, subsidies, and other incentives to promote the introduction and adoption in the mass market of new electric vehicles, often depending on battery size, their electric range and purchase price.

