



## Automotive E-Mobility. Industry Analysis (Paperback)

By Dennis Schindeldecker

GRIN Publishing, 2017. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Seminar paper from the year 2016 in the subject Business economics - Miscellaneous, grade: 1,0, Post University, course: Competitive Intelligence, language: English, abstract: The automotive industry is one of the biggest industries, however there is still uncertainty over how electric vehicles (EVs) will affect the industry and if they will become a key part of the mainstream car-buying market. Electric Mobility (e-Mobility) relates to the electrification of the automotive powertrain, and this analysis will refer to EVs as all vehicles for which an electric motor is the primary source of propulsion (including hybrid, range-extended, battery and fuel cell electric vehicles). This paper will analyze the driving forces and key variables of the industry to support company strategies and decision-making.

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