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Consumer Automotive Financial Services in Mexico investigates the market for automotive financial services linked to sales of new and used passenger cars in Mexico. In addition to analysing the market for finance and leasing services, the study also covers creditor insurance, motor insurance and road assistance, and demonstrates the extent to which a market exists for extended warranties and GAP insurance.

http://www.bharatbook.com/market-research-reports/finance-market-research-report/consumer-automotive-financial-services-in-mexico.html

Using survey results for average take-up rates for finance and leasing propositions at the point of sale, data for the size and growth of the automotive finance and leasing market for consumers in Mexico is provided in terms of gross advances and assets leased for 2007 to 2011 with splits between finance for new and used cars and between finance organised through dealerships at the point of sale and directly with banks or other lending institutions.

Moreover, also by means of data for average take-up rates, the markets for creditor insurance, motor insurance, road assistance, extended warranties and GAP insurance are sized in terms of gross written premiums and other revenues sold through the automotive trade (i.e. via dealers and manufacturers) in 2011. These are broken down between new and used cars and between new contracts sold during 2011 and in-force business sold in previous years but still being renewed in 2011.

The report draws on a survey of 80 leading car dealerships as well as an analysis of the approach to consumer automotive financial services of over 30 automotive brands in Mexico. The PartnerBASEâ„¢ database that accompanies the report details each of the marketing initiatives for consumer automotive financial services traced by Finaccord for both dealers and manufacturers. Together, the report and database will provide you with the definitive guide to current and future opportunities in consumer automotive financial services in Mexico. Market Research

For more information kindly visit :

Consumer Automotive Financial Services in Mexico

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