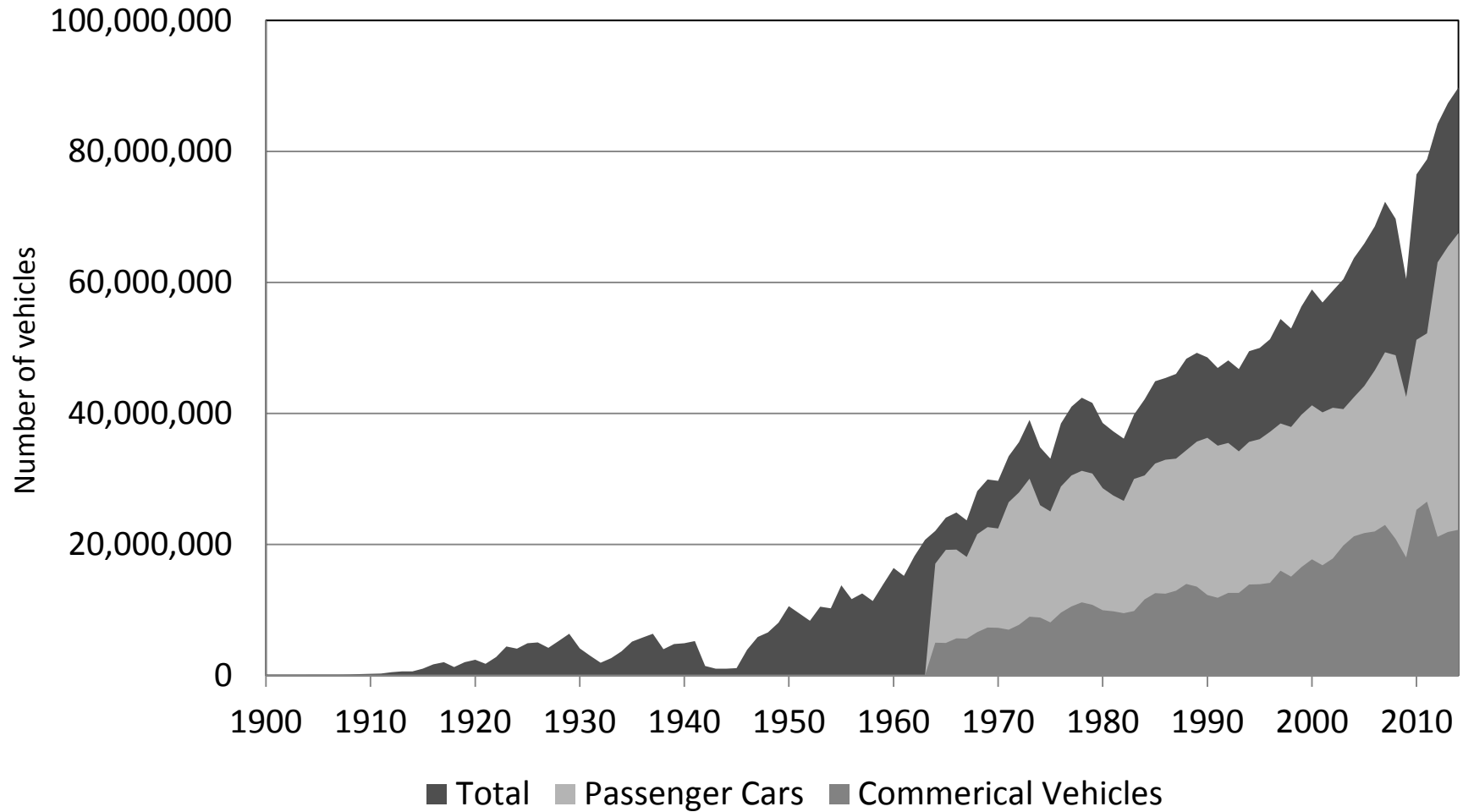


Figure 2.1. Global annual vehicle production since 1900



The chart shows the annual global vehicle production, including both cars and commercial vehicles, from 1900 onwards. The growth began in earnest post WW2 and has continued relentlessly since then, albeit with occasional dips due to global economic events. In 2013 approximately 90 million vehicles were produced worldwide. Despite this growth, capacity has outstripped demand for many years.

Citation: Holweg, M. and Oliver, N. (2015) "Crisis, Resilience and Survival: Lessons from the Global Auto Industry". Cambridge: Cambridge University Press. p.9