The battery market is estimated to grow with CAGR of 4.15% from 2016 to 2021 to reach a market size of USD 17.26 billion by 2021. Growing integration of electronics, growing demand for transportation, fuel savings and government incentives for cleaner transportation changes are the major driving forces behind the growing demand for batteries.

Lead acid batteries are used in the automobile sector and the market for lead-acid batteries in automotive segment is estimated to be the largest. Lead acid batteries are used in all passenger vehicles for SLI function and these batteries are wet charged and have secondary cells, which are capable of multiple charges and discharges. Automotive lead acid batteries have also gone major developments to accommodate increasing electrical requirements of modern automobiles and increasing need for efficiency.

The Asia-Oceania region is estimated to dominate the battery market, in terms of volume, and is projected to grow at the highest CAGR during the forecast period. This growth can be attributed to the progress in the socio-economic conditions by the emerging countries such as China, India, Indonesia, and Thailand. Large population in countries such as China and India has resulted in increased number of automobiles and two wheelers and which has driven the demand for batteries.

The study contains insights provided by various industry experts, ranging from material suppliers to Tier-1 companies and OEMs. The break-up of the primaries is as follows:

- By Company Type - Tier I 63%, Tier II 29%, and others - 8%
- By Designation - C level - 45%, Director Level - 43%, and others - 12%
- By Region - Asia-Oceania -58%, Europe - 30%, and North America - 12%

The global battery market is dominated by a few globally established players, such as Johnson Controls Inc. (U.S.), Exide Technologies (U.S.), GS Yuasa (Japan), Panasonic Corporation (Japan) and Robert Bosch GmbH (Germany), among others. Key growth strategies adopted by these players include expansion and new product development.

Reasons to Buy the Report:

This report contains various levels of analysis, including industry analysis (industry trends, Porter's Five Forces, and PEST analysis), supply chain analysis, and company profiles, which together comprise and discuss the basic views on the emerging and high-growth segments of the battery market, competitive landscape, high-growth regions and countries, government initiatives, and market dynamics such as drivers, restraints, opportunities, and challenges.

The report enables new entrants/smaller firms as well as established firms to understand the market better to help them to acquire a larger market share. Firms purchasing the report could use any one or a combination of the below-mentioned four strategies (market development, product development/innovation, market diversification, and competitive assessment) to strengthen their position in the market.

The report provides insights with reference to the following points:

- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the global battery market across regions.

- Product Development/Innovation: Detailed insights into R&D activities, upcoming technologies, and new product launches in the global battery market.
- Market Diversification: Detailed information about untapped markets, investments, new products, and recent developments in the global battery market

- Competitive Assessment: In-depth assessment of strategies, products, and manufacturing capabilities of leading players in the global battery market.

Contents:
1 Introduction
  1.1 Objectives
  1.2 Market Definition
  1.3 Market Scope
  1.3.1 Markets Covered
  1.3.2 Years Considered in the Report
  1.4 Currency
  1.5 Package Size
  1.6 Limitation
  1.7 Stakeholders

2 Research Methodology
  2.1 Research Data
  2.2 Secondary Data
  2.2.1 Key Secondary Sources
  2.2.2 Key Data From Secondary Sources
  2.3 Primary Data
  2.3.1 Sampling Techniques & Data Collection Methods
  2.3.2 Primary Participants
  2.4 Factor Analysis
  2.4.1 Introduction
  2.4.2 Demand Side Analysis
    2.4.2.1 Impact of GDP on Total Vehicle Sales
    2.4.2.2 Urbanization vs Passenger Cars Per 1,000 People
    2.4.2.3 Infrastructure: Roadways
    2.4.2.4 Global Airline Industry Growth
  2.4.3 Supply Side Analysis
  2.4.3.1 Technological Advancements
  2.5 Influence of Other Factors
  2.6 Market Size Estimation
    2.6.1 Assumption

3 Executive Summary

4 Premium Insights
  4.1 Attractive Opportunities in Global Battery Market
  4.2 Global Battery Market Outlook: 2016 vs 2021
  4.3 Passenger Car Segment Estimated to Hold the Largest Share of Automotive Battery Market
  4.4 Life Cycle Analysis
  4.5 Rising Demand for Cost Efficient Transportation in Developing Countries Expected to Propel Growth of Two-Wheeler Batteries
  4.6 Global Marine Battery Market, 2016 - 2021
  4.7 Aerospace Battery Market, 2015
  4.8 Battery Electric Vehicle Models Under Development
  4.9 Charging Infrastructure
    4.9.1 Standard Charging
    4.9.2 Fast Charging
    4.9.3 Battery Swapping
  4.10 Regulations for Batteries
    4.10.1 Environmental Mandates Regarding Safe Disposal of Used Batteries

5 Market Overview
  5.1 Introduction
  5.2 Market Segmentation
  5.3 Market Dynamics
    5.3.1 Drivers
5.3.1.1 Growing Integration of Electronics
5.3.1.2 Growing Demand for Transportation
5.3.1.3 Fuel Savings & Government Incentives for Cleaner Transportation
5.3.1.4 New Hybrid & Electric Automotive Models From Oems
5.3.2 Restraints
5.3.2.1 Underdeveloped Support Infrastructure for EVs
5.3.2.2 Safety Issues Related to Battery Usage
5.3.3 Opportunities
5.3.3.1 Growing Demand for Hybrids & EVs
5.3.3.2 R&D in Batteries for Hybrid & EVs
5.3.4 Challenges
5.3.4.1 High Initial Cost
5.3.4.2 Limited Range
5.3.4.3 Fluctuating Oil Prices
5.4 Value Chain Assessment
5.5 Porter’s Five Forces Analysis
5.5.1 Threat of Substitutes
5.5.2 Threat of New Entrants
5.5.3 Bargaining Power of Suppliers
5.5.4 Bargaining Power of Buyers
5.5.5 Intensity of Competitive Rivalry

6 Automotive & Two Wheeler Battery Market
6.1 Introduction
6.2 Two-Wheeler Battery Market, By Application
6.2.1 Asia Oceania
6.2.1.1 India
6.2.1.2 China
6.2.1.3 Indonesia
6.2.1.4 Vietnam
6.2.1.5 Thailand
6.2.2 Europe
6.2.2.1 U.K.
6.2.2.2 Italy
6.2.2.3 Germany
6.2.2.4 France
6.2.2.5 Spain
6.2.3 North America
6.2.3.1 U.S.
6.2.3.2 Canada
6.2.3.3 Mexico
6.2.4 RoW
6.2.4.1 Brazil
6.2.4.2 Africa
6.3 Automotive Battery Market, By Application
6.3.1 Asia Oceania
6.3.1.1 China
6.3.1.2 Japan
6.3.1.3 South Korea
6.3.1.4 India
6.3.2 Europe
6.3.2.1 Germany
6.3.2.2 France
6.3.3 North America
6.3.3.1 U.S.
6.3.3.2 Canada
6.3.3.3 Mexico
6.3.4 RoW
6.3.4.1 Brazil
6.3.4.2 Russia

7 Automotive Battery Market, By Type
7.1 Introduction
7.2 Lead Acid
7.3 Nickel-Metal Hydride (Ni-MH)
7.4 Lithium Ion (Li-Ion)

8 Global Aerospace Battery Market, By Application
8.1 Introduction
8.2 Market By Application
8.2.1 General Aviation
8.2.1.1 By Region
8.2.1.1.1 North America
8.2.1.1.2 Europe
8.2.1.1.3 Asia-Oceania
8.2.1.1.4 Latin America
8.2.1.1.5 The Middle East & Africa
8.2.2 Commercial Aviation

8.3 Marine Battery Market
8.4 Asia - Oceania
8.5 Europe
8.6 North America
8.7 Rest of the World

10 Global Battery Market, By Region
10.1 Introduction
10.2 Asia-Oceania
10.3 Europe
10.4 North America
10.5 Rest of the World

11 Competitive Landscape
11.1 Overview
11.2 Competitive Situation & Trends
11.3 Battle for Market Share: Expansions/Investments Was the Key Strategy From 2014 to 2016
11.4 Expansions/Investments
11.5 Joint Ventures/Supply Contracts
11.6 New Product Launch/New Product Development/ New Technology
11.7 Mergers & Acquisitions

12 Company Profile
12.1 Introduction
12.2 Johnsons Controls Inc.
12.3 Exide Technologies, Inc.
12.4 GS Yuasa Corporation
12.5 Robert Bosch GmbH
12.6 Saft Groupe SA
12.7 Delphi Automotive LLP
12.8 LG Chem
12.9 Panasonic Corporation
12.10 Samsung SDI Company Limited
12.11 Tesla Motors
12.12 Toshiba Corporation
12.13 A123 Systems
12.14 Automotive Energy Supply Corporation
12.15 Trojan Battery Company

13 Appendix

List of Tables (123 Tables)
Table 1 Micro and Macro Factor Analysis
Table 2 Bev Models Under Development
Table 3 Global Two-Wheeler Battery Market Size, By Application, 2014-2021 (’000 Units)
Table 4 Global Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 5 Asia-Oceania: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 6 Asia-Oceania: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 7 India: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 8 India: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 9 China: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 10 China: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 11 Indonesia: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 12 Indonesia: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 13 Vietnam: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 14 Vietnam: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 15 Thailand: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 16 Thailand: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 17 Europe: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 18 Europe: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 19 U.K.: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 20 U.K.: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 21 Italy: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 22 Italy: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 23 Germany: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 24 Germany: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 25 France: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 26 France: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 27 Spain: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 28 Spain: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 29 North America: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 30 North America: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 31 U.S.: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 32 U.S.: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 33 Canada: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 34 Canada: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 35 Mexico: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 36 Mexico: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 37 RoW: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 38 RoW: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 39 Brazil: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 40 Brazil: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 41 Africa: Two-Wheeler Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 42 Africa: Two-Wheeler Battery Market Size, By Application, 2014-2021 (USD Million)
Table 43 Global Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 44 Global Automotive Battery Market Size, By Application, 2012-2019 (USD Million)
Table 45 Asia-Oceania: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 46 Asia-Oceania: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 47 China: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 48 China: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 49 Japan: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 50 Japan: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 51 South Korea: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 52 South Korea: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 53 India: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 54 India: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 55 Europe: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 56 Europe: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 57 Germany: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 58 Germany: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 59 France: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 60 France: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 61 U.K.: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 62 U.K.: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 63 North America: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 64 North America: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 65 U.S.: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 66 U.S.: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 67 Canada: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 68 Canada: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 69 Mexico: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 70 Mexico: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 71 RoW: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 72 RoW: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 73 Brazil: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 74 Brazil: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 75 Russia: Automotive Battery Market Size, By Application, 2014-2021 ('000 Units)
Table 76 Russia: Automotive Battery Market Size, By Application, 2014-2021 (USD Million)
Table 77 Automotive Battery Market, By Type, 2014 - 2021 ('000 Units)
Table 78 Lead Acid Battery Market Size, By Region, 2014-2021 ('000 Units)
Table 79 Ni-Mh Battery Market Size, By Region, 2014 - 2021 ('000 Units)
Table 80 Types of Li-Ion Batteries
Table 81 Lithium Ion Battery, By Region Market Size, 2014 - 2021 ('000 Units)
Table 82 Global Aerospace Battery Market, By Region, 2014-2021 ('000 Units)
Table 83 Global Aerospace Battery Market, By Region, 2014-2021 (USD Million)
Table 84 Global General Aviation Battery Market, By Application, 2014-2021 ('000 Units)
Table 85 Global General Aviation Battery Market, By Application, 2014-2021 (USD Million)
Table 86 North America: General Aviation Battery Market, By Application, 2014-2021 ('000 Units)
Table 87 North America: General Aviation Battery Market, By Application, 2014-2021 (USD Million)
Table 88 Europe: General Aviation Battery Market, By Application, 2014-2021 ('000 Units)
Table 89 Europe: General Aviation Battery Market, By Application, 2014-2021 (USD Million)
Table 90 Asia-Oceania: General Aviation Battery Market, By Application, 2014-2021 ('000 Units)
Table 91 Asia-Oceania: General Aviation Battery Market, By Application, 2014-2021 (USD Million)
Table 92 Latin America: General Aviation Battery Market, By Application, 2014-2021 ('000 Units)
Table 93 Latin America: General Aviation Battery Market, By Application, 2014-2021 (USD Million)
Table 94 Middle East & Africa: General Aviation Battery Market, By Application, 2014-2021 ('000 Units)
Table 95 Middle East & Africa: General Aviation Battery Market, By Application, 2014-2021 (USD Million)
Table 96 Global Commercial Aerospace Battery Market, By Geography, 2014-2021 ('000 Units)
Table 97 Global Commercial Aerospace Battery Market, By Geography, 2014-2021 (USD Million)
Table 98 Global: Marine Battery Market, By Region, 2014-2021 ('000 Units)
Table 99 Global: Marine Battery Market, By Region, 2014-2021 (USD Million)
Table 100 Global: Marine Battery Market, By Vessel Type, 2014-2021 ('000 Units)
Table 101 Global: Marine Battery Market, By Vessel Type, 2014-2021 (USD Million)
Table 102 Asia-Oceania: Marine Battery Market, By Vessel Type & Country, 2014 - 2021 ('000 Units)
Table 103 Asia-Oceania: Marine Battery Market, By Vessel Type & Country, 2014 - 2021 (USD Million)
Table 104 Europe: Marine Battery Market, By Vessel Type & Country, 2014 - 2021 ('000 Units)
Table 105 Europe: Marine Battery Market, By Vessel Type & Country, 2014 - 2021 (USD Million)
Table 106 North America: Marine Battery Market, By Vessel Type & Country, 2014 - 2021 ('000 Units)
Table 107 North America: Marine Battery Market, By Vessel Type & Country, 2014 - 2021 (USD Million)
Table 108 RoW: Marine Battery Market, By Vessel Type & Country, 2014 - 2021 ('000 Units)
Table 109 RoW: Marine Battery Market, By Vessel Type & Country, 2014 - 2021 (USD Million)
Table 110 Global Battery Market, By Region, 2014-2021 ('000 Units)
Table 111 Global Battery Market, By Region, 2014-2021 (USD Million)
Table 112 Asia-Oceania: Battery Market, By Region, 2014-2021 ('000 Units)
Table 113 Asia-Oceania Battery Market, By Region, 2014-2021 (USD Million)
Table 114 Europe: Battery Market, By Region, 2014-2021 ('000 Units)
Table 115 Europe: Battery Market, By Region, 2014-2021 (USD Million)
Table 116 North America: Battery Market, By Region, 2014-2021 ('000 Units)
Table 117 North America: Battery Market, By Region, 2014-2021 (USD Million)
Table 118 RoW: Battery Market, By Region, 2014-2021 ('000 Units)
Table 119 RoW: Battery Market, By Region, 2014-2021 (USD Million)
Table 120 Expansions/Investments, 2015-2016
Table 121 Joint Ventures/Supply Contracts, 2015-2016
Table 122 New Product Launch/New Product Development/New Technology, 2015-2016
Table 123 Mergers & Acquisitions and Others, 2014-2015

List of Figures (62 Figures)

Figure 1 Research Design
Figure 2 Research Methodology Model
Figure 3 Breakdown of Primary Interviews: By Company Type, Designation, and Region
Figure 4 Gross Domestic Product (GDP) vs Total Vehicle Sales
Figure 5 Urbanization vs Passenger Car Per 1,000 People
Figure 6 Road Network Analysis
Figure 7 Data Triangulation
Figure 8 Automotive Battery Market Size Estimation Methodology: Bottom-Up Approach
Figure 9 Aerospace Battery Market Size Estimation Methodology: Bottom-Up Approach
Figure 10 Marine Battery Market Size Estimation Methodology: Top-Down Approach
Figure 11 Asia-Oceania Projected to Be the Largest Market for Batteries By 2021
Figure 12 Automotive Battery Market: Key Countries
Figure 13 General Aviation Battery Market: Favourable Macro Economic Factors to Drive General Aviation Shipments
Figure 14 Automotive Battery Market Share (2016): Asia-Oceania Projected to Be the Largest Market in Terms of Value
Figure 15 Marine Battery Market: Batteries for Passenger Ships Projected to Hold the Largest Market Size in 2021
Figure 16 Attractive Opportunities in Global Battery Market
Figure 17 Global Battery Market Outlook: 2016 vs 2021
Figure 18 Passenger Car Segment Estimated to Hold the Largest Market Size of the Automotive Battery Market
Figure 19 Automotive Battery Life Cycle Analysis, By Type, 2015
Figure 20 Rising Demand for Cost Efficient Transportation in Developing Countries Expected to Propel Growth of Two-Wheeler Batteries
Figure 21 Global Marine Battery Market, 2016 - 2021
Figure 22 Aerospace Battery Market, 2015
Figure 23 Global PEV Charging Infrastructure, 2014
Figure 24 Global Battery Market
Figure 25 Increasing Integration of Electronics and Energy Recovery Systems in Automobiles to Drive the Demand for Batteries
Figure 26 Value Chain Analysis
Figure 27 Porters Five Forces Analysis
Figure 28 Asia-Oceania Estimated to Be the Largest Market for Two Wheeler Batteries Owing to Higher Demand
Figure 29 High Population Levels Coupled With Increased Demand for Convenient Mode of Transportation is Expected to Drive the Two Wheeler Market in Asia-Oceania
Figure 30 RoW Market Snapshot
Figure 31 Growth in Automotive Production Estimated to Drive the Market
Figure 32 Urbanization, Rise in Income Levels and Low Penetration of Automobiles is Expected to Drive the Market
Figure 33 Growth in Hybrid and Electric Vehicle Production Estimated to Drive the Market
Figure 34 Aerospace Battery Market: Asia-Oceania Expected to Retain Its Position in Global Aerospace Battery Market
Figure 35 Commercial and General Aviation Battery Market: 2016 vs 2021
Figure 36 Outlook of Battery Market for General Aviation Aircraft
Figure 37 Passenger Ship Segment Projected to Dominate the Market in 2021
Figure 38 China Estimated to Hold the Largest Share in Terms of Volume in Asia-Oceania Marine Battery Market in 2016
Figure 39 Passenger Ship Marine Battery Segment Estimated to Hold the Largest Share in North America in 2016
Figure 40 Global Battery Market Snapshot, 2016 vs 2021
Figure 41 Companies Adopted New Product Launches and Developments as the Key Growth Strategy Over the Past Five Years (2011-2015)
Figure 42 Robert Bosch GmbH (Mobility Solutions) Grew the Fastest From 2010-2014
Figure 43 Market Evolution Framework - Expansions, Supply Contracts & Joint Ventures Have Fuelled Growth & Innovation From 2014-2016
Figure 44 Region-Wise Revenue Mix of Top 5 Market Players
Figure 45 Johnson Controls, Inc.: Business Overview
Figure 46 Johnson Controls, Inc.: SWOT Analysis
Figure 47 Exide Technologies, Inc.: Company Snapshot
Figure 48 Exide Technologies: SWOT Analysis
Figure 49 GS Yuasa Corporation: Company Snapshot
Figure 50 GS Yuasa: SWOT Analysis
Figure 51 Robert Bosch GmbH: Company Snapshot
Figure 52 Robert Bosch GmbH: SWOT Analysis
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