Alloy Market for Automotive by Alloy Type, Area of Application, Vehicle Type & by Region - Global Forecast to 2021

Description: The automotive alloys market is projected to grow at a CAGR of 7.69% from 2016 to 2021 to reach the market size of USD 177.47 billion by 2021. Major factors driving the growth of this market include growing population, rapid urbanization, increasing demand for automobiles, and regulations regarding fuel efficiency and emissions.

“Steel dominates the automotive alloy market”

The market for steel alloys used in manufacturing automobiles is projected to acquire the maximum market share during the forecast period. This growth can be mainly attributed to the major proportion of steel alloys used in the manufacturing of a vehicle, especially in emerging nations such as China and India. This trend is estimated to continue during the forecast period. These factors make automotive steel alloys the largest market in the global automotive alloys market.

“Asia-Oceania: Largest growing market for automotive alloys”

The Asia-Oceania region is estimated to dominate the automotive alloy market and is projected to acquire the maximum market share during forecast period. This growth can be attributed to the progress in the socio-economic conditions by the emerging economies such as China, India, Indonesia, and Thailand. Large population in countries such as China and India have contributed to the increase in the number of sales of automobiles in this region.

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

- By Company Type - OEM 10%, Tier-1 - 60 %, Tier-2 - 30%
- By Designation - C level - 20%, Director level - 60%, and Others - 20%
- By Region - North America - 25%, Europe - 20%, Asia-Oceania - 40%, and RoW - 15%

The automotive alloy market is dominated by a few globally established players, such as ArcelorMittal SA (Luxembourg), Alcoa Inc. (U.S.), Novelis Inc. (U.S.), UACJ Corporation (Japan), Norsk Hydro ASA (Norway), ThyssenKrupp AG (Germany), and Kobe Steel, Ltd. (Japan), among others. Key growth strategies adopted by these players include expansions 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 SWOT analysis), supply chain analysis, and company profiles, which together comprise and discuss the basic views on the emerging and high-growth segments of the automotive alloy 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 markets for automotive alloys across regions
- Product Development/Innovation: Detailed insights into R&D activities, upcoming technologies, and new product launches in the global automotive alloys market
- Market Diversification: Detailed information about untapped markets, investments, new products, and recent developments in the global automotive alloys market
- Competitive Assessment: In-depth assessment of strategies, products, and manufacturing capabilities of
leading players in the global automotive alloys market

Contents:
1 Introduction
1.1 Objectives Of The Study
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 Limitations
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 Disposable Income On Total Vehicle Sales
2.4.2.2 Infrastructure: Roadways
2.4.3 Supply Side Analysis
2.4.3.1 Rising Demand For Hybrid And Electric Vehicles
2.5 Market Size Estimation
2.6 Data Triangulation
2.7 Assumptions
3 Executive Summary
4 Premium Insights
4.1 Automotive Alloy Market
4.2 Automotive Alloys Market Growth, By Country
4.3 Automotive Alloy Market, By Type, 2016 (USD Billion)
4.4 Automotive Alloys Market, By Area Of Application, 2016 (USD Billion)
4.5 Automotive Alloys Market, By Vehicle Type, 2016 Vs. 2021, (USD Billion)
4.6 Automotive Alloys Market, By Region, 2016 Vs. 2021, (USD Billion)
4.7 Life Cycle Analysis
5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Growing Vehicle Production
5.3.1.2 Regulations For Fuel Efficiency & Emissions
5.3.1.3 Improved Driving Dynamics
5.3.2 Restraints
5.3.2.1 High Cost
5.3.3 Opportunities
5.3.3.1 Growing Market For Electric Vehicles
5.3.3.2 Integration Of New Systems For Comfort & Safety
5.3.4 Challenges
5.3.4.1 Engineering Barriers
5.4 Value Chain Analysis
5.5 Porter'S Five Forces Analysis
5.5.1 Threat Of New Entrants
5.5.2 Threat Of Substitutes
5.5.3 Bargaining Power Of Buyers
5.5.4 Bargaining Power Of Suppliers
5.5.5 Intensity Of Competitive Rivalry
6 Global Automotive Alloys Market, By Alloy Type
6.1 Introduction
6.2 Steel
6.3 Aluminium
6.4 Magnesium
6.5 Others
7 Automotive Alloy Market, By Vehicle Type
7.1 Introduction
7.2 Passenger Cars
7.3 Light Commercial Vehicles
7.4 Heavy Commercial Vehicles

8 Automotive Alloy Market, By Area Of Application
8.1 Introduction
8.2 Structural
8.3 Powertrain
8.4 Exterior
8.5 Others
9 Automotive Alloys Market, By Region
9.1 Introduction
9.2 Market Analysis, By Region
9.2.1 North America
9.2.1.1 The U.S.
9.2.1.2 Canada
9.2.1.3 Mexico
9.2.2 Europe
9.2.2.1 The U.K.
9.2.2.2 Germany
9.2.2.3 France
9.2.3 Asia-Oceania
9.2.3.1 China
9.2.3.2 Japan
9.2.3.3 India
9.2.3.4 South Korea
9.2.4 Row
9.2.4.1 Russia
10 Competitive Landscape
10.1 Competitive Situation & Trends
10.2 Expansions
10.3 Agreements, Partnerships & Joint Ventures
10.4 Mergers & Acquisitions, Supply Contracts & Others
10.5 New Product Developments
11 Company Profiles
11.1 Introduction
11.2 Arcelormittal Sà
11.3 Alcoa Inc.
11.4 Novelis, Inc.
11.5 Uacj Corporation
11.6 Norsk Hydro Asa
11.7 Thyssenkrupp Ag
11.8 Kobe Steel, Ltd.
11.9 Amg Advanced Metallurgical Group
11.10 Constellium N.V.
11.11 Nippon Steel & Sumitomo Metal Corp.
*Details On Business Overview, Products & Services, Key Insights, Recent Developments, Swot Analysis, Ratio Analysis, View Might Not Be Captured In Case Of Unlisted Companies.
12 Appendix
12.1 Key Insights Of Industry Experts

List of Tables

Table 1 Government Incentives For Electric Vehicles
Table 2 Overview Of Emission And Fuel Economy Regulation Specifications For Lcvs
Table 3 Value Chain: Automotive Alloy Market
Table 4 Global Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 5 Global Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 6 Global Automotive Steel Market, By Region, 2014-2021 (Thousand Metric Tons)
Table 7 Global Automotive Steel Market, By Region, 2014-2021 (USD Billion)
Table 8 Global Automotive Aluminium Alloy Market, By Region, 2014-2021 (Thousand Metric Tons)
Table 9 Global Automotive Aluminium Alloy Market, By Region, 2014-2021 (USD Billion)
Table 10 Global Automotive Magnesium Alloy Market, By Region, 2014-2021 (Thousand Metric Tons)
Table 11 Global Automotive Magnesium Alloy Market, By Region, 2014-2021 (USD Billion)
Table 12 Global Other Automotive Alloys Market, By Region, 2014-2021 (Thousand Metric Tons)
Table 13 Global Other Automotive Alloys Market, By Region, 2014-2021 (USD Billion)
Table 14 Global Automotive Alloy Market, By Vehicle Type, 2014-2021 (Thousand Metric Tons)
Table 15 Global Automotive Alloy Market, By Vehicle Type, 2014-2021 (USD Billion)
Table 16 Passenger Car Automotive Alloy Market, By Type, 2014-2021 (Thousand Metric Tons)
Table 17 Passenger Car Alloy Market, By Type, 2014-2021 (USD Billion)
Table 18 Light Commercial Vehicle Alloy Market, By Type, 2014-2021 (Thousand Metric Tons)
Table 19 Light Commercial Vehicle Alloy Market, By Type, 2014-2021 (USD Billion)
Table 20 Heavy Commercial Vehicle Alloy Market, By Type, 2014-2021 (Thousand Metric Tons)
Table 21 Heavy Commercial Vehicle Alloy Market, By Type, 2014-2021 (USD Billion)
Table 22 Global Automotive Alloy Market, By Area Of Application, 2014 - 2021 (Thousand Metric Tons)
Table 23 Global Automotive Alloy Market, By Area Of Application, 2014 - 2021 (USD Billion)
Table 24 Automotive Structural Alloy Market, By Type, 2014 - 2021 (Thousand Metric Tons)
Table 25 Automotive Structural Alloy Market, By Type, 2014 - 2021 (USD Billion)
Table 26 Automotive Powertrain Alloy Market, By Type, 2014 - 2021 (Thousand Metric Tons)
Table 27 Automotive Powertrain Alloy Market, By Type, 2014 - 2021 (USD Billion)
Table 28 Automotive Exterior Alloy Market, By Type, 2014 - 2021 (Thousand Metric Tons)
Table 29 Automotive Exterior Alloy Market, By Type, 2014 - 2021 (USD Billion)
Table 30 Automotive Other Applications Alloy Market, By Type, 2014 - 2021 (Thousand Metric Tons)
Table 31 Automotive Other Applications Alloy Market, By Type, 2014 - 2021 (USD Billion)
Table 32 Global Automotive Alloy Market, By Region, 2014-2021 (Thousand Metric Tons)
Table 33 Global Automotive Alloy Market, By Region, 2014-2021 (USD Billion)
Table 34 North American Automotive Alloy Market Size, By Country, 2014-2021 (Thousand Metric Tons)
Table 35 North America: Automotive Alloy Market Size, By Country, 2014-2021 (USD Billion)
Table 36 North America: Automotive Alloy Market Size, By Vehicle Type, 2014-2021 (Thousand Metric Tons)
Table 37 North America: Automotive Alloy Market Size, By Vehicle Type, 2014-2021 (USD Billion)
Table 38 U.S.: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 39 U.S.: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 40 Canada: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 41 Canada: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 42 Mexico: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 43 Mexico: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 44 Europe: Automotive Alloy Market, By Country, 2014-2021 (Thousand Metric Tons)
Table 45 Europe: Automotive Alloy Market, By Country, 2014-2021 (USD Billion)
Table 46 Europe: Automotive Alloy Market, By Vehicle Type, 2014-2021 (Thousand Metric Tons)
Table 47 Europe: Automotive Alloy Market, By Vehicle Type, 2014-2021 (USD Billion)
Table 48 U.K.: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 49 U.K.: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 50 Germany: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 51 Germany: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 52 France: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 53 France: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 54 Asia-Oceania: Automotive Alloy Market, By Country 2014-2021 (Thousand Metric Tons)
Table 55 Asia-Oceania: Automotive Alloy Market, By Country, 2014-2021 (USD Billion)
Table 56 Asia-Oceania: Automotive Alloy Market, By Vehicle Type, 2014-2021 (Thousand Metric Tons)
Table 57 Asia-Oceania: Automotive Alloy Market, By Vehicle Type, 2014-2021 (USD Billion)
Table 58 China: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 59 China: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 60 Japan: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 61 Japan: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 62 India: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 63 India: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 64 South Korea: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 65 South Korea: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 66 RoW: Automotive Alloy Market, By Country Type, 2014-2021 (Thousand Metric Tons)
Table 67 RoW: Automotive Alloy Market, By Country Type, 2014-2021 (USD Billion)
Table 68 RoW: Automotive Alloy Market, By Vehicle Type, 2014-2021 (Thousand Metric Tons)
Table 69 RoW: Automotive Alloy Market, By Vehicle Type Type, 2014-2021 (USD Billion)
Table 70 Brazil: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 71 Brazil: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 72 Russia: Automotive Alloy Market, By Alloy Type, 2014-2021 (Thousand Metric Tons)
Table 73 Russia: Automotive Alloy Market, By Alloy Type, 2014-2021 (USD Billion)
Table 74 Expansions, 2013-2015
Table 75 Agreements, Partnerships & Joint Ventures, 2013-2015
Table 76 Mergers & Acquisitions, Supply Contracts & Others, 2013-2015
Table 77 New Product Developments, 2013-2015

List of Figures

Figure 1 Research Design
Figure 2 Research Methodology Model
Figure 3 Breakdown Of Primary Interviews: By Company Type, Designation, And Region
Figure 4 Impact Of Disposable Income On Vehicle Sales, 2014
Figure 5 Roadways Infrastructure: Road Network (Km), By Country, 2011
Figure 6 Global Automotive Alloy Market, By Type: Bottom-Up Approach
Figure 7 Asia-Oceania Projected To Be The Largest Market For Automotive Alloys During The Forecast Period
Figure 8 Automotive Alloy Market: Key Countries
Figure 9 Demand For Lightweight Solutions Estimated To Drive The Market Adoption Of Aluminium Alloys
Figure 10 Application Of Aluminium Estimated To Be The Largest In Powertrain Segment, In 2016
Figure 11 Passenger Cars Estimated To Be The Largest Market For Automotive Alloys
Figure 12 Attractive Market Opportunities In Automotive Alloy Market
Figure 13 Canada, Mexico, And U.S. To Be The Fastest Growing Markets For Automotive Alloys, 2016 - 2021
Figure 14 Demand For Automotive Steel Expected To Decline Owing To Higher Weight
Figure 15 Powertrain To Dominate The Automotive Alloy Market During The Forecast Period
Figure 16 Passenger Car Segment To Dominate The Automotive Alloys Market
Figure 17 Growing Vehicle Production In Asia Oceania And North America Is Projected To Drive The Automotive Alloy Market
Figure 18 Alloy Life Cycle Analysis In Automobiles, 2016
Figure 19 Global Automotive Alloy Market
Figure 20 Weight Reduction To Improve Vehicle Efficiency Is A Major Driver For Automotive Alloy Market
Figure 21 Growing Vehicle Production, By Region
Figure 22 Europe: Increasing Average Weight Of Passenger Cars Vs Co2 Emissions
Figure 23 Porters Five Forces Analysis
Figure 24 Automotive Alloys Market, By Alloy Type, 2015 (USD Billion)
Figure 25 Automotive Steel Market, By Region, 2016 Vs 2021 (USD Billion)
Figure 26 Automotive Aluminium Market, By Region, 2016 Vs 2021 (USD Billion)
Figure 27 Automotive Magnesium Market, By Region, 2016 Vs 2021 (USD Billion)
Figure 28 Global Automotive Alloy Market: The Passenger Car Segment Estimated To Hold The Largest Share
Figure 29 Passenger Car Alloy Market: Steel Estimated To Be The Dominant Alloy Market During The Forecast Period
Figure 30 Global LCV Alloy Market Outlook, 2016 - 2021 (USD Billion)
Figure 31 Global Hcv Alloy Market: Steel Estimated To Dominate The Market During The Forecast Period
Figure 32 Powertrain And Structural Areas Are Estimated To Hold The Maximum Market Share In Automotive Alloys Market
Figure 33 Steel Is Estimated To Hold The Maximum Market Size In Structural Applications
Figure 34 Automotive Powertrain Alloy Market: 2014 - 2021 (USD Billion)
Figure 35 Aluminium Estimated To Grow At The Highest CAGR In Exterior Applications
Figure 36 Automotive Alloy Market, By Region Snapshot, 2016 (USD Billion)
Figure 37 North American Market Snapshot (2016): Projected To Grow At The Highest CAGR From 2016 To 2021
Figure 38 Europe Market Snapshot (2016): France Projected To Grow At The Highest CAGR From 2016 To 2021
Figure 39 Asia-Oceania Market Snapshot (2016): Largest Market For Automotive Alloys
Figure 40 Companies Have Adopted Expansions As The Key Growth Strategy, 2010-2015
Figure 41 Market Evaluation Frame Work: Expansions Has Fuelled The Demand For Automotive Alloy Market,
2013 - 2015
Figure 42 Alcoa, Inc. Grew At The Fastest Rate Between 2010 And 2014
Figure 43 Battle For Market Share: Expansion Was The Key Strategy
Figure 44 Region-Wise Revenue Mix Of Five Market Players
Figure 45 Arcelormittal Sа: Company Snapshot
Figure 46 Arcelormittal Sа: Swot Analysis
Figure 47 Alcoa Inc.: Company Snapshot
Figure 48 Alcoa Inc.: Swot Analysis
Figure 49 Novelis Inc.: Company Snapshot
Figure 50 Novelis Inc: Swot Analysis
Figure 51 Uacj Corporation: Company Snapshot
Figure 52 Norsk Hydro Asa: Company Snapshot
Figure 53 Norsk Hydro Asa: Swot Analysis
Figure 54 Thyssenkrupp Ag: Company Snapshot
Figure 55 Thyssenkrupp Ag: Swot Analysis
Figure 56 Kobe Steel, Ltd.: Company Snapshot
Figure 57 Amg Advanced Metallurgical Group: Company Snapshot
Figure 58 Constellium N.V.: Company Snapshot
Figure 59 Nippon Steel & Sumitomo Metal Corp.: Company Snapshot

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