

## 7 Referências Bibliográficas

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## 8 Apêndice

As tabelas a seguir apresentam as informações sobre a variedade de produtos ofertada para os países que compõe a União Européia, montadora a montadora. O somatório destas tabelas deu origem a tabela 13.

<b>FORD GROUP</b>				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
Alemanha	11	5	24	35
Reino Unido	10	5	24	35
França	10	4	21	31
Espanha	10	4	21	34
Itália	10	4	20	28
Austria	10	4	21	32
Bélgica	10	4	21	33
Bulgária	8	3	13	19
Chipre	3	1	5	8
Rep. Checa	7	3	17	26
Dinamarca	8	3	18	27
Eslovaquia	7	3	17	27
Eslovenia	7	2	11	14
Estonia	4	2	11	15
Finlandia	10	4	21	31
Grécia	7	3	17	27
Hungria	7	3	17	26
Irlanda	10	4	20	32
Letônia	6	2	9	14
Lituânia	6	2	8	13
Luxemburgo	7	3	17	27
Malta	10	4	21	33
Holanda	10	4	21	32
Polônia	7	3	17	27
Portugal	10	4	21	32
Romênia	3	1	5	8
Suécia	10	4	21	32
<b>Média</b>	<b>8,07</b>	<b>3,26</b>	<b>17,00</b>	<b>25,85</b>
<b>D. Padrão</b>	<b>2,30</b>	<b>1,06</b>	<b>5,48</b>	<b>8,41</b>

<b>GENERAL MOTORS GROUP</b>				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
Alemanha	13	4	21	29
Reino Unido	12	4	19	28
França	13	4	21	30
Espanha	13	4	21	31
Itália	13	4	21	28
Austria	13	4	21	29
Bélgica	13	4	21	31
Bulgária	11	3	16	26
Chipre	11	4	16	29
Rep. Checa	11	4	18	22
Dinamarca	12	4	19	29
Eslovaquia	13	3	19	28
Eslovenia	13	3	18	30
Estonia	13	4	21	33
Finlandia	10	4	16	24
Grécia	13	4	22	29
Hungria	14	4	22	34
Irlanda	12	4	20	29
Letônia	8	3	12	18
Lituânia	7	2	10	13
Luxemburgo	8	3	12	18
Malta	9	3	12	19
Holanda	13	4	20	30
Polônia	14	4	22	34
Portugal	8	3	11	17
Romênia	7	3	8	16
Suécia	11	4	17	24
<b>Média</b>	<b>11,41</b>	<b>3,63</b>	<b>17,63</b>	<b>26,22</b>
<b>D. Padrão</b>	<b>2,19</b>	<b>0,56</b>	<b>4,17</b>	<b>5,85</b>

VOLKSWAGEN GROUP				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
Alemanha	11	4	24	36
Reino Unido	11	4	23	33
França	11	4	24	36
Espanha	9	4	22	35
Itália	11	4	23	35
Austria	11	4	23	35
Bélgica	7	3	17	27
Bulgaria	NA	NA	NA	NA
Chipre	8	3	17	24
Rep. Checa	11	4	23	35
Dinamarca	11	4	23	35
Eslovaquia	10	4	23	36
Eslovenia	9	4	22	35
Estonia	10	2	12	19
Finlandia	10	4	21	33
Grécia	10	4	23	35
Hungria	7	3	16	26
Irlanda	8	4	19	31
Letônia	11	3	19	31
Lituânia	11	4	21	32
Luxemburgo	9	4	20	31
Malta	2	1	4	5
Holanda	11	4	23	35
Polónia	10	4	24	35
Portugal	9	4	21	32
Romênia	9	4	21	33
Suécia	11	4	24	35
<b>Média</b>	<b>9,54</b>	<b>3,65</b>	<b>20,46</b>	<b>31,35</b>
<b>D. Padrão</b>	<b>2,00</b>	<b>0,75</b>	<b>4,47</b>	<b>6,80</b>

TOYOTA GROUP				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
Alemanha	9	3	15	19
Reino Unido	8	3	12	16
França	6	2	10	13
Espanha	6	2	10	14
Itália	9	3	15	17
Austria	9	3	15	19
Bélgica	9	3	15	17
Bulgaria	5	1	6	7
Chipre	1	1	4	4
Rep. Checa	6	2	11	13
Dinamarca	6	2	10	10
Eslovaquia	5	1	6	10
Eslovenia	5	1	6	10
Estonia	6	2	10	10
Finlandia	6	2	10	11
Grécia	8	3	11	14
Hungria	3	2	10	14
Irlanda	9	3	13	16
Letônia	6	2	10	12
Lituânia	6	2	10	11
Luxemburgo	6	2	9	13
Malta	8	2	9	13
Holanda	9	3	15	19
Polónia	1	1	4	4
Portugal	9	3	13	16
Romênia	5	1	6	9
Suécia	6	2	10	14
<b>Média</b>	<b>6,37</b>	<b>2,11</b>	<b>10,19</b>	<b>12,78</b>
<b>D. Padrão</b>	<b>2,27</b>	<b>0,75</b>	<b>3,32</b>	<b>4,06</b>

HONDA GROUP				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
Alemanha	5	1	6	8
Reino Unido	5	1	6	8
França	5	1	6	8
Espanha	5	1	6	8
Itália	5	1	6	8
Austria	5	1	6	8
Bélgica	5	1	6	8
Bulgária	NA	NA	NA	NA
Chipre	4	1	5	6
Rep. Checa	5	1	6	9
Dinamarca	3	1	4	5
Eslovaquia	5	1	6	9
Eslovenia	5	1	6	8
Estonia	5	1	6	8
Finlândia	4	1	5	7
Grécia	4	1	5	6
Hungria	5	1	6	9
Irlanda	5	1	6	8
Letônia	5	1	6	8
Lituânia	5	1	6	8
Luxemburgo	NA	NA	NA	NA
Malta	NA	NA	NA	NA
Holanda	5	1	6	8
Polónia	5	1	6	9
Portugal	4	1	4	6
Roménia	5	1	5	7
Suécia	5	1	6	8
<b>Média</b>	<b>4,75</b>	<b>1,00</b>	<b>5,67</b>	<b>7,71</b>
<b>D. Padrão</b>	<b>0,53</b>	<b>0,00</b>	<b>0,64</b>	<b>1,04</b>

As tabelas a seguir serviram de base para a construção da tabela 14.

FORD GROUP				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
México	9	5	21	25
Brasil	5	2	8	12
Índia	4	1	5	5
China	9	4	14	17
Rússia	10	4	18	29
África do Sul	10	4	15	19
Coréia do Sul	7	3	10	11
Argentina	4	2	8	12
Austrália	10	4	16	21
Indonésia	3	2	4	5
Arábia Saudita	6	2	8	11
Turquia	7	3	15	20
<b>Média</b>	<b>7,00</b>	<b>3,00</b>	<b>11,83</b>	<b>15,58</b>
<b>D. Padrão</b>	<b>2,59</b>	<b>1,21</b>	<b>5,39</b>	<b>7,53</b>

GENERAL MOTORS GROUP				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
México	10	3	17	19
Brasil	6	1	8	11
Índia	5	2	5	8
China	10	4	12	17
Rússia	10	4	17	27
África do Sul	10	4	14	17
Coréia do Sul	7	3	9	14
Argentina	6	1	8	11
Austrália	8	2	8	17
Indonésia	NA	NA	NA	NA
Arábia Saudita	13	4	17	24
Turquia	10	3	15	26
<b>Média</b>	<b>8,64</b>	<b>2,82</b>	<b>11,82</b>	<b>17,36</b>
<b>D. Padrão</b>	<b>2,42</b>	<b>1,17</b>	<b>4,40</b>	<b>6,28</b>

VOLKSWAGEN GROUP				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
México	9	3	17	23
Brasil	8	2	12	20
Índia	6	2	8	11
China	10	2	15	20
Rússia	10	3	18	26
África do Sul	8	3	15	21
Coréia do Sul	7	2	10	14
Argentina	9	3	16	24
Austrália	7	2	10	15
Indonésia	7	2	10	12
Arábia Saudita	9	3	16	25
Turquia	10	4	22	34
<b>Média</b>	<b>8,33</b>	<b>2,58</b>	<b>14,08</b>	<b>20,42</b>
<b>D. Padrão</b>	<b>1,37</b>	<b>0,67</b>	<b>4,12</b>	<b>6,65</b>

TOYOTA GROUP				
	Platform	Brands	Models	Bodytype
México	3	1	4	7
Brasil	4	2	4	5
Índia	2	1	2	2
China	10	3	16	16
Rússia	5	1	5	7
África do Sul	9	3	12	15
Coreia do Sul	2	1	5	5
Argentina	2	1	2	3
Austrália	5	2	9	13
Indonésia	6	2	6	8
Arábia Saudita	5	2	8	8
Turquia	8	2	9	11
<b>Média</b>	<b>5,08</b>	<b>1,75</b>	<b>6,83</b>	<b>8,33</b>
<b>D. Padrão</b>	<b>2,75</b>	<b>0,75</b>	<b>4,17</b>	<b>4,54</b>

HONDA GROUP				
	Platform	Brands	Models	Bodytype
México	4	2	5	7
Brasil	3	1	3	3
Índia	3	1	3	3
China	4	2	5	6
Rússia	4	1	4	5
África do Sul	4	1	5	6
Coreia do Sul	3	1	3	3
Argentina	4	1	4	4
Austrália	5	2	6	7
Indonésia	3	1	3	5
Arábia Saudita	NA	NA	NA	NA
Turquia	5	1	5	7
<b>Média</b>	<b>3,82</b>	<b>1,27</b>	<b>4,18</b>	<b>5,09</b>
<b>D. Padrão</b>	<b>0,75</b>	<b>0,47</b>	<b>1,08</b>	<b>1,64</b>

As tabelas a seguir serviram de base para a construção da tabela 15.

FORD GROUP				
	Platform	Brands	Models	Bodytype
Alemanha	11	5	24	35
Reino Unido	10	5	24	35
França	10	4	21	31
Itália	10	4	20	28
Japão	12	4	22	30
EUA	12	7	27	34
Canadá	12	7	24	33
<b>Média</b>	<b>11,00</b>	<b>5,14</b>	<b>23,14</b>	<b>32,29</b>
<b>D. Padrão</b>	<b>1,00</b>	<b>1,35</b>	<b>2,34</b>	<b>2,69</b>

GENERAL MOTORS GROUP				
	Platform	Brands	Models	Bodytype
Alemanha	13	4	21	29
Reino Unido	12	4	19	28
França	13	4	21	30
Itália	13	4	21	28
Japão	5	3	7	10
EUA	11	5	22	27
Canadá	12	6	23	32
<b>Média</b>	<b>11,29</b>	<b>4,29</b>	<b>19,14</b>	<b>26,29</b>
<b>D. Padrão</b>	<b>2,87</b>	<b>0,95</b>	<b>5,49</b>	<b>7,36</b>

VOLKSWAGEN GROUP				
	Platform	Brands	Models	Bodytype
Alemanha	11	4	24	36
Reino Unido	11	4	23	33
França	11	4	24	36
Itália	11	4	23	35
Japão	8	2	12	18
EUA	8	2	11	17
Canadá	8	2	12	19
<b>Média</b>	<b>9,71</b>	<b>3,14</b>	<b>18,43</b>	<b>27,71</b>
<b>D. Padrão</b>	<b>1,60</b>	<b>1,07</b>	<b>6,35</b>	<b>9,16</b>

TOYOTA GROUP				
	Platform	Brands	Models	Bodytype
Alemanha	9	3	15	19
Reino Unido	8	3	12	16
França	6	2	10	13
Itália	9	3	15	17
Japão	10	2	18	24
EUA	6	2	10	11
Canadá	5	2	8	9
<b>Média</b>	<b>7,57</b>	<b>2,43</b>	<b>12,57</b>	<b>15,57</b>
<b>D. Padrão</b>	<b>1,90</b>	<b>0,53</b>	<b>3,55</b>	<b>5,09</b>

HONDA GROUP				
	Platform	Brands	Models	Bodytype
Alemanha	5	1	6	8
Reino Unido	5	1	6	8
França	5	1	6	8
Itália	5	1	6	8
Japão	7	1	11	16
EUA	5	2	6	7
Canadá	5	2	8	10
<b>Média</b>	<b>5,29</b>	<b>1,29</b>	<b>7,00</b>	<b>9,29</b>
<b>D. Padrão</b>	<b>0,76</b>	<b>0,49</b>	<b>1,91</b>	<b>3,09</b>

As tabelas a seguir formam a base para a construção da tabela 16.

<b>FORD GROUP</b>				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
Alemanha	11	5	24	35
Reino Unido	10	5	24	35
França	10	4	21	31
Itália	10	4	20	28
Japão	12	4	22	30
EUA	12	7	27	34
Canadá	12	7	24	33
<b>Média</b>	<b>11,00</b>	<b>5,14</b>	<b>23,14</b>	<b>32,29</b>
<b>D. Padrão</b>	<b>1,00</b>	<b>1,35</b>	<b>2,34</b>	<b>2,69</b>

<b>GENERAL MOTORS GROUP</b>				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
Alemanha	13	4	21	29
Reino Unido	12	4	19	28
França	13	4	21	30
Itália	13	4	21	28
Japão	5	3	7	10
EUA	11	5	22	27
Canadá	12	6	23	32
<b>Média</b>	<b>11,29</b>	<b>4,29</b>	<b>19,14</b>	<b>26,29</b>
<b>D. Padrão</b>	<b>2,87</b>	<b>0,95</b>	<b>5,49</b>	<b>7,36</b>

<b>VOLKSWAGEN GROUP</b>				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
Alemanha	11	4	24	36
Reino Unido	11	4	23	33
França	11	4	24	36
Itália	11	4	23	35
Japão	8	2	12	18
EUA	8	2	11	17
Canadá	8	2	12	19
<b>Média</b>	<b>9,71</b>	<b>3,14</b>	<b>18,43</b>	<b>27,71</b>
<b>D. Padrão</b>	<b>1,60</b>	<b>1,07</b>	<b>6,35</b>	<b>9,16</b>

<b>TOYOTA GROUP</b>				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
Alemanha	9	3	15	19
Reino Unido	8	3	12	16
França	6	2	10	13
Itália	9	3	15	17
Japão	10	2	18	24
EUA	6	2	10	11
Canadá	5	2	8	9
<b>Média</b>	<b>7,57</b>	<b>2,43</b>	<b>12,57</b>	<b>15,57</b>
<b>D. Padrão</b>	<b>1,90</b>	<b>0,53</b>	<b>3,55</b>	<b>5,09</b>

<b>HONDA GROUP</b>				
	<i>Platform</i>	<i>Brands</i>	<i>Models</i>	<i>Bodytype</i>
Alemanha	5	1	6	8
Reino Unido	5	1	6	8
França	5	1	6	8
Itália	5	1	6	8
Japão	7	1	11	16
EUA	5	2	6	7
Canadá	5	2	8	10
<b>Média</b>	<b>5,29</b>	<b>1,29</b>	<b>7,00</b>	<b>9,29</b>
<b>D. Padrão</b>	<b>0,76</b>	<b>0,49</b>	<b>1,91</b>	<b>3,09</b>