

Abstract

During the last decade, the automobile sector has been submerged in a deep state of transition and restructuring of the geographical world production. Countries and regions that historically showed the world leadership in the production of vehicles, such as United States, Germany and Japan, have seen the growth of a new generation of emerging countries that has shifted the center of gravity of the sector to new areas where economic growth, economies of families and domestic consumption have resulted in a consumerist maelstrom of what hitherto was considered a luxury item only accessible to an upper-middle class in developed countries, the automobile.

The increase of vehicle sales and future projections have led manufacturers to produce vehicles where they are sold with a goal of maximizing the competitiveness of their products in a market in which just and hard, it is the entry of new competitors.

A new word highlights the internal strategy and mid term plans of automotive manufacturers: *location*. Is the path to grow? Is the way to sustain the viability of our company in the long run?, or is simply the road to continue forward to avoid being expelled by our competition in a global market?

Throughout this thesis we have been shelling on the one hand, the reasons that lead to a number of emerging countries to show a global appeal for the reception capacity of car manufacturers, and on the other to identify what are the factors that determine and moderate strategy and location decision of the companies in the sector.

Our thesis is the result of a descriptive and empirical research process supported by the existing Estate of the Art, which began its construction with Cantillon, (1755) in the middle of the 18th century and which still continues building thanks to the contributions of a large number of scholars and professionals. It should be noted the Nobel Prize in economics, awarded in 2008 to Paul Krugman for his work on

international trade which led him to draw a "New Economic Geography" and referred to a "New Theory of Commerce", aspects which acquired great importance in our research.

The thesis described below, will mean a tiny, but singular contribution to the State of the Art and the automobile in particular sector. Contributions and findings that have left over these 4 years of research will respond to the issues we raised at the beginning of our process and that they basically revolve around the identification and assessment of the critical factors of localization of production capacity of the sector or migration of manufacturing to new and more attractive destinations for car manufacturers

The construction and dynamics of the new geography of vehicle production; the analysis of the parallelism between the economy cycles and the sector of the automobile for every country; the proposal for a "evolutionary cycle of the global localization strategy in the automotive industry"; the construction of a model based on 10 synthetic secondary location factors and its reduction into a factorial model based on three primary factors correlated with the groups of reference in our research (OEM, Tier1, Tier2), form the main contributions, allowing this thesis to contribute in the construction of a State of the Art in continuous evolution.

The thesis should be completed with the proposal of a new line of research focused on the development of the evolutionary cycle of the sector of the automotive industry and its impact on strategies and future location decisions and consequently on the new map and geography of the vehicles' world production.