

Estimated that Leather Seats will be fitted in 3.1 Million European vehicles by 2007.

([PRWEB](#)) October 9, 2004 -- Leather continues to enjoy a good image among consumers and is regarded as a luxury item, while many vehicle manufacturers agree that leather allows differentiation and is also a profitable option. It is estimated that Leather seats are fitted to 1.84 million vehicles a year representing 11.3% of the region's total output, and this figure is forecasted to rise to 3.1m vehicles in 2007 for a penetration level of 16.5%.

The study provides:

An assessment of the volume of leather used for seating

- Leather penetration by vehicle segment
- European fitment rates by supplier and model with production volumes

Key Growth Opportunities particularly for:

- Imitation leather
- Partial leather

Forecast to 2007 based on vehicle production forecasts by JD Power-LMC Automotive Forecasting Services

Supplier Profiles

Companies mentioned in this report include:

- Alcantara
- Audi
- Bader Leder
- Bentley
- BMW
- Bridge of Weir
- Couro Azul
- Eagle Ottawa
- Eybl
- Faurecia
- Ford
- General Motors
- Gerber Technology
- IUV
- Jaguar
- Kontrollhudar International
- Land Rover
- Leather Xchange
- Mercedes-Benz
- MG Rover



- Nissan
- Pasubio
- Peugeot
- Renault
- Saab
- Seton
- Textile Bonding
- Volkswagen
- Volvo

For a complete index of this report click on <http://www.researchandmarkets.com/reports/42934>

About Research and Markets Ltd.

Research and Markets Ltd. are Europe's largest resource for market research. R&M distribute thousands of major research publications from the world's leading publishers, consultants and market analysts. R&M provide you with the latest forecasts on international and regional markets, key industries, the top companies, new products and the latest market trends.

For additional information on ResearchandMarkets.com, their range of reports or their value-added services, visit their web site at <http://www.researchandmarkets.com> or <mailto:press@researchandmarkets.com>



Contact Information

Laura Wood

RESEARCH AND MARKETS

35314100862

Online Web 2.0 Version

You can read the online version of this press release [here](#).