



Demise of Oldsmobile Linked to Positioning Difficulties

([PRWEB](#)) January 9, 2001 -- The primary reason behind Oldsmobile's recent failure lies in its inability to establish distinct positioning for its vehicles, according to research conducted by Visual Forecasts, a Detroit-based automotive analysis firm. This positioning failure has forced recent model introductions such as the Alero and Intrigue to compete in crowded market sectors versus established competitors. The result? Disappointing volumes and low margins, eventually resulting in the termination of the division. This and other positioning insights are available in the ModelMap 2001 report published by Visual Forecasts.

The report examines over 100 categories of automotive data, covering vehicle exterior, interior, drivetrain, and brand attributes. Extensive statistical analysis is summarized in a report detailing the competitive relationships existing within the US automotive market.

While a typical vehicle in the industry will closely compete with less than 10% of the market, the Intrigue and Alero battle head-to-head with nearly 25% of all models, according to Visual Forecasts research. "Of 38 industry clusters we identified, the Intrigue and Alero Coupe compete with eight clusters each, while the Alero Sedan competes with 10", says Ken Cherven, Industry Analyst at Visual Forecasts. "This provides buyers with a wide range of potential alternatives when they are shopping for an Oldsmobile."

A complete competitive ranking of 272 models is also available, free of charge on the Visual Forecasts website. This report ranks all 272 vehicles from the current ModelMap report, providing insight into which vehicles face the most challenging competitive environment.

The full ModelMap report, featuring over 300 pages of summarized analysis, is geared to automotive professionals in the forecasting, analysis, and marketing areas, and is available for an annual subscription of \$5,000. Full-length reports are issued in November, February, and June. ModelMap 2001 is available in both a printed version or on CD-ROM, using the popular Adobe Acrobat format. To place an order, or to download a report sample, please visit Visual Forecasts at www.visualforecasts.com. Orders and information are also available by calling (313) 821-8105, or faxing (313) 821-8107.

Visual Forecasts LLC is a Detroit-based automotive analysis firm specializing in vehicle forecasting and positioning. The company mission is to provide a fresh look at new vehicle forecasting and related automotive issues, helping customers to make better decisions.



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