

# HELGI'S POINT

"Data with a story"

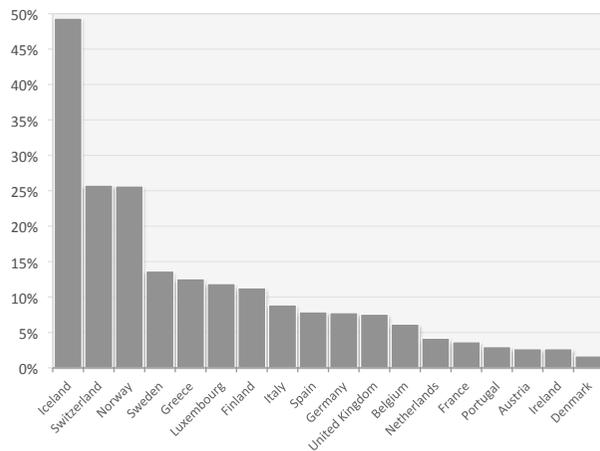
April 2, 2013

Europe

## 4x4 Drive Cars (As % Of New Cars Sold)

A four-wheel drive, 4WD, or 4x4 ("four by four") is a four-wheeled vehicle with a drive train that allows all four wheels to receive torque from the engine simultaneously.

While many people associate the term with off-road vehicles and Sport Utility Vehicles, powering all four wheels provides better control than normal road cars on many surfaces, and is an important factor in the sport of rallying.



Source: ACEA, Helgi Analytics calculation

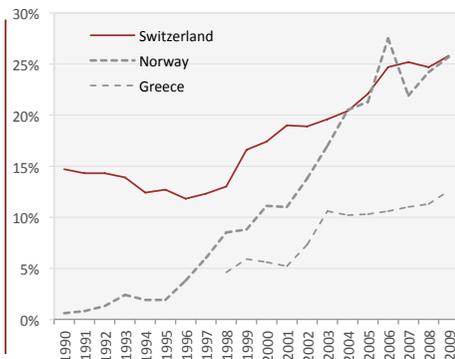
You will find more at [www.helgilibrary.com/indicators/index/4x4-drive-cars-as-of-new-cars-sold](http://www.helgilibrary.com/indicators/index/4x4-drive-cars-as-of-new-cars-sold)

## HELGI'S POINT OF VIEW

The first four-wheel drive car was built in 1903, but it wasn't until the early 1980's that this unique concept came into series production. Many road cars such as the Jensen FF, Cisitalia 47 and the early 70's prototypes of Formula one cars used this concept. But the manufacturer which had immense faith in the concept and wanted to make it an integral part of its production range was Audi with its Quattro model.

The Quattro received proper attention to details and investment in research and development and marketing back up too, which boosted its early career as an unique vehicle package.

Mainly because of the snow conditions, the Swiss and Norwegians are the biggest buyers of four-wheel-drive cars; around a quarter of the new cars sold there are that type.



## ABOUT THE PRODUCT

Helgi's Data Breakfast is a service primarily set up to feed media sector with interesting statistical data. If you like it, you can find more at [www.helgilibrary.com/daily](http://www.helgilibrary.com/daily). If you would like to get our report regularly, please, register at [www.helgilibrary.com/user/register](http://www.helgilibrary.com/user/register) and receive our daily report with an excel file the actual data for free. If you have any questions, suggestions, or comments, please, let us know at [info@helgianalytics.com](mailto:info@helgianalytics.com).

# HELGIHO POINTA

"Data s příběhem"

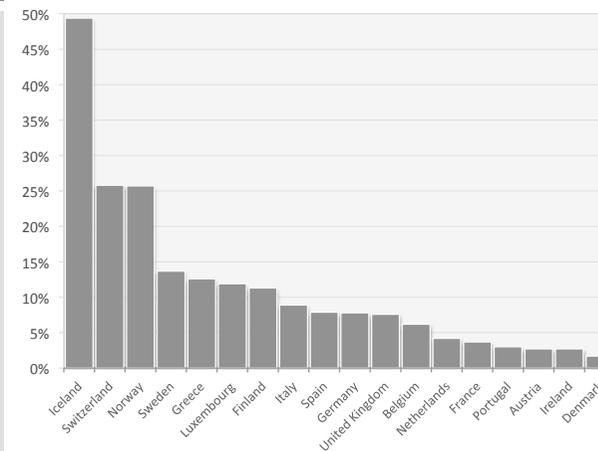
4. Dubna, 2013

Evropa

## Podíl aut s pohonem 4x4 (% nově prodaných aut)

Pohon na 4 kola, 4WD nebo 4x4 je čtyřkolové vozidlo s hnacím ústrojím, které umožňuje předat točivý moment z motoru všem čtyřem kolům současně.

Zatímco mnoho lidí spojuje tento pojem s off-roady a sportovními vozidly, pohon všech kol poskytuje obecně lepší kontrolu než běžné silniční vozy na mnoha površích, což je důležitý prvek ve sportovní rallye.



Zdroj: ACEA, Helgi Analytics calculation

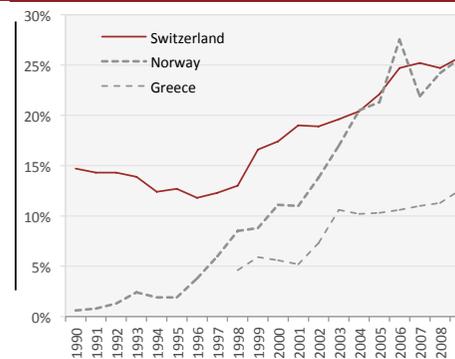
Více informací najdete na [www.helgilibrary.com/indicators/index/4x4-drive-cars-as-of-new-cars-sold](http://www.helgilibrary.com/indicators/index/4x4-drive-cars-as-of-new-cars-sold)

## HELGIHO POINTA

První automobil s pohonem všech čtyř kol byl vyroben v roce 1903, ovšem teprve v 80-tých letech minulého století došlo k sériovému využití tohoto konceptu. Mnoho značek využívalo konceptu čtyřkolky včetně prototypů formule jedna na začátku 70-tých let. Ale teprve Audi uvěřilo a investovalo do tohoto konceptu tak, aby ho integrovalo do své modelové řady se svým modelem Quattro.

Quattro se dostalo dostatečné pozornosti při vývoji a podpory při marketingu, což mu pomohlo na začátku jeho kariéry unikátního vozidla.

Švýcaři a Norové jsou největšími milovníky "čtyřkolek" především kvůli náročným sněhovým podmínkám (4-kolky tvoří zhruba čtvrtinu všech nově prodaných vozů).



## O PRODUKTU

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## ABOUT HELGI ANALYTICS

Helgi Analytics is a consulting company based in the Czech Republic. The company mainly provides consultancy in the area of financial services and real estate and focuses primarily on the region of Central and Eastern Europe.

Helgi Analytics also runs a web application called Helgi Library, which is a database/library offering data and analyses on more than 95% of the world's economy and population. The Library aims to bring interesting statistical data and analyses to a wide audience under affordable conditions. If you wish to get more details, please visit [www.helgilibrary.com](http://www.helgilibrary.com) or contact us at [info@helgianalytics.com](mailto:info@helgianalytics.com).

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