

## Jump-Start on Auto Industry Analysis

*Note: These are not the only sources you can use for your auto industry analysis. I encourage you to look for other sources. If you cannot find another source, one of the items below may provide the information you need. Also, Hoover's Premium service, also online at our library, is helpful for looking at individual companies (once you get your ideas about the industry).*

NAICS codes for auto and light truck manufacturing:

<a href="#">3361</a>	Motor Vehicle Manufacturing
<a href="#">33611</a>	Automobile and Light Duty Motor Vehicle Manufacturing
<a href="#">336111</a>	Automobile Manufacturing <i>(use this code as your first choice)</i>

Source: <http://www.census.gov/epcd/naics02/naicod02.htm>

Accessed: 3/14/06.

### Online:

1. One online source is the Infotrac database, then select "Business and Company Resource Center". [If you are accessing off-campus, type your last name in all caps after clicking on "Off-campus access". Then click on Infotrac. Then select Business and Company Resource Center.] Click on the Industry tab at the top and search by NAICS code or industry to retrieve Datamonitor Industry Research Reports. Make sure you click the index tab labeled "Market Research", not the one labeled "Overviews" (unless you want some history of the industry, up to the present). Below is a screen shot of what you should see.

Current Industry: **336111 - Automobile Manufacturing**

Market Research. Below are items 1-25 of 36 found. Select one of the items below to view document.

		2005
<input type="checkbox"/>	<a href="#">Global - Automobile Manufacturers. Datamonitor Industry Market Research</a>	2005
	May 1, 2005 pNA	

2. Another source is the Business Source Premier (EBSCO Database in OhioLINK).

Search under the term "automobile industry and trade" in the advanced search, limit to full-text and fill in 3361 for the NAICS/industry code

At the top of the results click on "market research reports"

You can also limit to the journal title "Marketwatch:automotive"

### Hardcopy:

We also have the U.S. Industry and Trade Outlook 2000 in the reference section: Ref. 338.0973 Un3 2000

## Reference Section of Library

- The Value Line Investment Survey  
Ref. 332.6305 V24
- 2006 Harris Ohio Industrial Directory  
Ref. 338.0977 Oh3 2006
- The Automotive Industry, 1920-1980  
Ref. 338.4762 Au8ma
- International Directory of Company Histories  
Ref. 338.7 In8d
- Wards Business Directory of Public and Private Companies  
Ref. 338.74 W21 2001

## Periodicals/Journals (including online)

- Barron's National Business and Financial Weekly [microfiche in library]
- [Financial Services Review](#) [electronic resource]
- [Financial World](#) [electronic resource]
- [The Journal of Alternative Investments](#) [electronic resource]
- [Journal of Financial Economics](#) [electronic resource]
- [Journal of Portfolio Management](#) [electronic resource]
- [The Journal of Private Equity](#) [electronic resource]

For journal links on this page that lead to the EBSCO page, browse the individual issues highlighted on the right-hand side of the page by year or search the Business Source Premier database and limit your search to the journal title.

## Databases

- [Business Source Premier](#) [Ebsco -OhioLINK]
- Business and Company Resource Center [[Infotrac](#)]
- [Hoover Online Premium](#) – Search for companies by ticker, name or location
- [Lexis-Nexis](#) [OhioLINK] Select *Business* from the Academic Search Form
- [Mergent Online](#) [OhioLINK] Search by company name or ticker
- [Vault](#) access from library homepage– includes company information

## Other Online Resources

- [EDGAR](#) Annual reports (10K) often include valuable company information and marketing plans
- [Yahoo! Finance](#) Links to EDGAR filings and company websites

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