

The Evolution of Motor Vehicles Sales in Romania in the Period 2010-2012

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Our central objective consisted in making a global analysis of the motor vehicles sales, on brands and categories. In order to reach this objective, our paper includes the presentation of the sale activity in a rationalistic approach, starting from the opinions of certain renowned authors of this field, a brief analysis of the international automotive industry and the analysis of the motor vehicle sales in Romania in the period 2010-2012. The importance of the paper consists in the identification of the main coordinates of the motor vehicle sales in Romania by means of the SPSS program.

Keywords: sales, motor vehicles, Pearson

Introduction

P.R. Smith, in *Marketing Communications* [1], presents in a very suggestive manner the level reached by the sales: „I used to have a territory where I was a free agent... today my computer recommends me what phone calls I should make...my assistant reminds me what to say...my manager knows exactly where I am, and I spend half of my time at training courses ... but I sell 30% more each year”. This seems to be the level reached by sales. Nothing is at random

Against the background of the continuing economic-financial crisis, the motor vehicle sales in Romania have recorded a decrease in the period 2010-2012 as well. Starting from this quasi-known observation, our central objective consisted in making a global analysis of the motor vehicles sales, on

brands and categories. In order to reach this objective, our paper includes the presentation of the sale activity in a rationalistic approach, starting from the opinions of certain renowned authors of this field, a brief analysis of the international automotive industry and the analysis of the motor vehicle sales in Romania in the period 2010-2012. The importance of the paper consists in the identification of the main coordinates of the motor vehicle sales in Romania by means of the SPSS program.

The starting point of the research is represented by the foreign and Romanian literature of the field. Starting from the opinions of certain renowned authors, the research proposes a new approach to the sale activity: strategic and operational. Also, the paper brings to the fore a new perspective on the sale, which becomes first a relational activity and only secondly a transactional activity.

The practical part of the paper consists in the analysis of the national and international automotive industry and of the motor vehicles sales activity. The world automotive industry has felt the effects of the crisis badly and registers a repositioning of forces, much like the world economy in general, against the background of the boom registered by the BRIC countries. At the national level we can also notice a drawback of the automotive industry, the exports representing the only "gulp of fresh air" for this industry.

The main contributions of this article consist in: the approach to the sale activity from two perspectives: strategic and operational; the increase of the sale relation activity to the detriment of the transactional one; the identification of the main tendencies in the world motor vehicle industry, the outlining of the main directions of the motor vehicle sales in Romania.

The Research Methodology

The purpose and objectives of the research could be reached to a great extent by means of an adequate methodology. In this sense, we studied the Romanian and foreign literature of the field of sales, retaining the most important ideas that represented a solid basis for our own personal presentation of the sale activity. In order to correctly describe the international and national automotive industry, we studied the most recent official documents in this field, from which we selected the elements relevant for the chosen theme, elements that were presented and analyzed in an original manner. In order to analyze the Romanian motor vehicles sales, on brands and categories, we used

the SPSS program, with the help of which we calculated a series of statistical indicators:

- The mean and mode for motor vehicle deliveries on categories;
- The relationship between two variables with the help of the Pearson correlation coefficient. The correlation coefficient is a numeric measure or a ratio of the association degree between two sets of scores. The values range from maximum +1.00, through 0.00, to -1.00. The sign + indicates a positive correlation, namely that the scores of a variable increase at the same time with the increase of the scores of the other variable. The sign - indicates a negative correlation, namely that, while the scores of a variable increase, the scores of the other variable decrease. A 1.00 correlation indicates a perfect association between the two variables.

The Sale activity: a rationalistic approach. Literature review

The sale is an interpersonal activity that completes the marketing exchange in terms of the transfer of property of the respective good or service [2]. The sale is the representative of all the other marketing actions; without a client there is no organization, and without a sale there is no client. To sell does not mean only to conclude a business (by giving an economic good and receiving an amount of money) but also to obtain satisfied clients, to make them stay loyal to you, etc. This means to pass from a transactional attitude to a relational one. [3]

Bill Donaldson notices the fact that, despite the crucial importance of the sale activity for an organization, the economic management and marketing courses do not mention but transiently the subject of sales, if they do not ignore it completely. In practice, as the same author notices, the situation is different, the most rated companies being perfectly aware of the importance of sales, of the fact that they make the connection between the company and its clients [4].

The persons involved in the sale can be: sales agents, trading representatives, persons responsible for the relations with the clients, trading consultants, sales engineers, and representatives in the territory, agents, district managers and marketing representatives. The seller profession is one of the most ancient ones known in the entire world.

We appreciate that a competitive company will have to approach the sale activity from two angles: a strategic one and an operational one. In the case

of the strategic approach to the sale, the top management will have to answer the following questions: What do we sell? When do we sell? How do we sell? How much do we sell? Where do we sell? At what price do we sell?

This strategic approach to the sale activity has to rely on two essential pillars: the strategic marketing and the strategic sales management.

The strategic marketing takes into consideration the future actions performed on the market under the aspect of orientation and content, which means that it is associated with the long term objectives of this market and with the specific strategies necessary to reach them [5]. As a result, the sale activity management has to decide its future actions on the market beforehand, by correctly setting its long term objectives and the strategies necessary to reach them.

The second pillar of the strategic approach is the strategic sales management. The strategic sales management should follow the general guidelines of the company's strategic management, should comply with its philosophy, and also fit the specifics of the sale activity.

The strategic vision, called by several authors the long term vision, should also be taken into consideration in the sale activity even though in this field the changes occur rapidly (perhaps more rapidly than in any other field). Only those companies that will approach the sale activity in a correct strategic vision will remain on the market.

Along with the strategic approach, the sale activity should also be approached operationally. The sale operational approach also relies on two essential pillars: the classic marketing and the operational sale.

The marketing represents a mentality consisting in the assumption of the actions allowing the company to know and to foresee the evolution of the environment in which it operates, in order to adapt to it and to obtain profit [6].

The classic marketing appears when the product is already made, and it must be sustained by instruments specific to marketing. As a result, the sale activity must take into consideration the classic marketing philosophy, must assume this philosophy and comply with it. The sale and marketing are two activities that should happily coexist within the activity of a company; they should interact, support one another and go even further in such a way as not to make us aware of where marketing ends and where the sale starts. Between these two activities there should be a happy symbiosis that would be definitely translated in the increase in the company's competitiveness [7].

The operational sale has in view mainly the persons performing the

sale and especially the sale forces. The sale force occurs when the product must be sold. Now we should find answers to the following questions: Whom do we sell the product to? Who sells the product? How do those to whom we sell the product think? What are their expectations?

We consider that the sale force is the basis of the sale activity pyramid. In a company there can be a strategic approach to the sale; the perfect classic marketing philosophy can be understood and applied, but if the basis of the pyramid – those who actually sell – is weak, everything crumbles as in a domino game (or not even like this, because in a domino game the crumbling is controlled).

Therefore, after all, the most important are the people, those who actually sell, the sales depending to a great extent on them, on their qualities, abilities and charisma.

The Radiogram of motor vehicle sales in Romania, in the period 2010-2012

Trends in the international automotive industry

Since 2004, KPMG has anticipated that the effectiveness of consumption of fuel will increase as preponderance in the buying criteria. In 2012, the fuel consumption remains the primary concern of consumers. But this is not the only element that influences the decision to buy, a fact which can be seen in the table 1.

Table 1: The importance attached by consumers to the characteristics of vehicles 2012

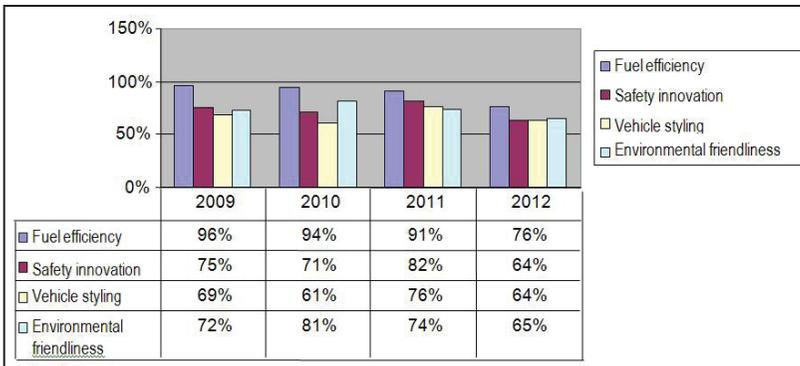
| Characteristics | Importance |
|--|------------|
| Fuel efficiency | 76% |
| Safety innovation | 64% |
| Vehicle styling | 64% |
| Environmental friendliness | 65% |
| Ergonomics and comfort | 61% |
| Built-in navigation technologies, speech recognition | 49% |
| Telematics/personal assistance services | 42% |

| | |
|-----------------------------------|-----|
| Use alternative fuel technologies | 53% |
| Enhanced vehicle lifespan | 49% |

(Source: KPMG’s Global Automotive Executive Survey 2012 [8])

In 2012, the fuel efficiency also remains the main concern, but we notice an important decrease as compared to the period 2009-2011 (when it remained at approximately the same values). The following three characteristics have equal or close values in 2012. They are: Safety innovation, Vehicle styling and Environmental friendliness.

These preferences had, during the period 2009-2012, the following evolution (Graph 1):



Graph 1: The consumers’ interests.

From the graph above we can draw the following ideas: the interest in the fuel efficiency has become less important in 2012, dropping from values of up to 96% to 76%; the interest in the design has recorded in 2012 values close to those in 2009 and in 2010, after it increased in 2011; the great decrease of the importance granted to safety, from 82% in 2011, to 64% in 2012.

The manufacturers in the automotive industry have to analyze the new requirements relating to their product. Future vehicle design will be influenced by these elements: urban planning, environmental restrictions, customer needs.

For the year 2011, we expect the following increases for the categories of vehicles (table 2):

Table 2: Predictions for the increase of sales in 2011

| Categories of vehicles | Increases in 2011 |
|---------------------------------|-------------------|
| Hybrid fuel vehicles | 84% |
| Electric vehicles | 77% |
| Cars | 69% |
| Other alternative fuel vehicles | 63% |
| Basic or introduction cars | 60% |
| Cross-overs | 56% |
| SUVs | 51% |
| Luxury vehicles | 46% |
| Small pick-up trucks | 45% |
| Minivans | 41% |
| Large pick-up trucks | 27% |

(Source: KPMG’s Global Automotive Executive Survey 2011 [9])

The KPMG report on 2012 shows the fact that, by 2026, between 9 and 14 millions of new electric vehicles will have been registered on the TRIAD and BIRC markets. (KPMG’s Global Automotive Executive Survey 2012 [8], p.15). The same report reached the following conclusion: consumers are not prepared to make any concessions when buying an electric vehicle.

In 2012, the clients granted the following importance to the characteristics of the electric vehicles (table 3):

Table 3: Importance of e-vehicle product issues

| Item | Importance of e-vehicle product issues | Percentage |
|------|--|------------|
| 1. | Driving distance (i.e. before charging) | 80% |
| 2. | Cost of fuel (batteries, etc.) | 79% |
| 3. | Ease of recharging (i.e. time spent for charging) | 79% |
| 4. | Vehicle control unit (i.e. update on battery status, driving distance, etc.) | 70% |
| 5. | Vehicle lifespan (i.e. battery lifecycle) | 68% |
| 6. | Technology lifespan (i.e. risk of technology becoming obsolete) | 66% |
| 7. | Safety innovations (i.e. battery pack safety) | 65% |
| 8. | Eco-friendly battery recycling | 56% |

| | | |
|-----|---|-----|
| 9. | No concessions regarding space/ comfort/ passenger capacity compared to conventional vehicles | 54% |
| 10. | Vehicle styling | 48% |

(Source: KPMG’s Global Automotive Executive Survey 2012 [8], p.17)

Thus, the driving distance represents the main concern, followed by the cost of fuel. As compared to 2011, there occurred a position reversal and a percentage decrease (Cost of fuel – 93%, Driving distance (i.e. before charging) - 90%) [10].

The fourth public report of CNI, named *Global Trends 2025: A Transformed World* [11], carries out a series of predictions for the following years. The main conclusion of the re-port is that the United States will lose their supremacy not as a consequence of their decline, but as a consequence of the fact that states as India and China will rapidly become known in the following years. The report comprises a series of predictions of increase for BIRC coun-tries (Brazil, Russia, India and China). These countries will have an essential role in the au-tomotive industry as well; KPMG’s Global Automotive Executive Survey 2011 [9] also pre-sented a report comprising the predictions for each of these countries (table 4).

Table 4: China, India and Russia, from general trends to the automotive industry trends

| Country | General predictions | Automotive industry predictions |
|---------|--|--|
| China | <ul style="list-style-type: none"> is poised to have more im-pact on the world over the next 20 years than any other country. If current trends persist, by 2025 China will have the world’s second largest economy and will be a leading military power. It also could be the larg-est importer of natural re-sources and the biggest polluter | <ul style="list-style-type: none"> will remain the largest producer and seller of cars in five years. It is expected that domestic sales in China will exceed 18 million in the next five years. |
| India | <ul style="list-style-type: none"> probably will continue to enjoy a relatively rapid econom-ic growth and will strive for a multipolar world in which New Delhi is one of the poles. China and India must decide the extent to which they are willing and capable of playing increasing global roles and how each will relate to the other. | <ul style="list-style-type: none"> Starts to generate a great interest for the investors. The companies in America seem to be the most interested. According to the Society of Indian Au-tomobile Manufactures India exported 0,45 million and sold 1.95 million vehicles on the domestic market in 2009. Industry experts expect domestic sales to reach 3.5 million by 2015, a growth rate of 13% per year. |

| | | |
|---------------|---|---|
| <p>Russia</p> | <ul style="list-style-type: none"> • has the potential to be richer, more powerful, and more self-assured in 2025 if it invests in human capital, expands and diversifies its economy, and integrates with global markets. On the other hand, Russia could experience a significant decline if it fails to take these steps and oil and gas prices remain in the \$50-70 per barrel range. | <ul style="list-style-type: none"> • The Russian government has done much to encourage inward investment and bolster in-country car production, to create jobs and transfer manufacturing skills, as well as automotive technology, to the local market. Some European companies have already begun producing in Russia; Germany's Volkswagen has built a car production facility in the city of Kaluga, while the French car maker Renault has bought a 25 percent stake in AVTOVAZ. Tagaz has teamed up with Hyundai and Kia, BMW and GM with Avtotor. In fact, of the 19 Russian OEMs, 17 represent or have joint ventures with international automakers. |
|---------------|---|---|

(Source: adaptation after Global Trends 2025: A Transformed World [11] and Global Automotive Executive Survey 2011 [9])

Thus, the BIRC countries will play an important, crucial role even in the world economy in general and in the automotive industry in particular.

The automotive industry in Romania – part of the international automotive industry.

The automotive market in Romania represents the content of oligopoly market, the supply and the demand of motorcars in our country, the impact of Automotive on the environment, but also market strategies which concern the motorcars evolution in Romania, in the post adhering conditions to the European Union.

During the first 5 months of the year 2012, the vehicles sales dropped with 12.1%, a situation that was practically similar to that in the EU, where a decrease with 7.7% was recorded [12].

During 2011, the Romanian automotive production dropped with 4.5%, as compared to 2010, from 350,912 units to 335,232 units, according to APIA. This decrease remained also during the first 7 months of 2012, a period during which 192,658 units were produced, 4.3% less than during the similar period in 2011.

Drops are recorded also concerning the sales, 7.4% in 2011, as compared to 2010 and 18.5% during the first 7 months of 2012, as compared to the first 7

months of 2011.

Until August 2012 a number of only 41,553 motor vehicles had been sold, as compared to 52,247 during the same period in 2011, the drop being of 20.5%.

Concerning the motor vehicle imports, the trend is still of decrease, we may even say that it is a clear drop, from -3.7% (2011/2010) to -14 % (2012/2011, the first 7 months), as it can also be seen in the table 5.

Table 5: Exportation and Importation

| | Variation 2011/2010 (12 months) | Variation 2012/2011 (7 months) |
|-------------|------------------------------------|-----------------------------------|
| Exportation | - 3.1% | 7.0% |
| Importation | - 3.7% | -14.0% |

(Source: Adaptation after www.apia.ro [13])

The only “gulp of fresh air” for the automotive industry comes from the exports, which, during the first 7 months of the current year, recorded an increase of 7%, in the cars category, the increase being even of 10.1%.

According to the same website, apia.ro, during the first seven months of 2012, 11,006 autochthonous cars (dropping with 28%) and 30,547 imported cars (dropping with 17.4%) were delivered. The most sold car model was Dacia Logan, followed by Dacia Duster and Skoda Octavia (table 6).

Table 6: Top 10 sold car models

| Item | Car model | Sold units |
|------|-----------------|------------|
| 1. | Dacia Logan | 5534 |
| 2. | Dacia Duster | 3118 |
| 3. | Skoda Octavia | 2089 |
| 4. | Renault Clio | 1374 |
| 5. | Dacia Logan Mcv | 1209 |
| 6. | Volkswagen Golf | 1160 |
| 7. | Ford Focus | 1086 |
| 8. | Ford Fiesta | 930 |
| 9. | Dacia Sandero | 904 |
| 10. | Skoda Fabia | 886 |

(Source: Adaptation after www.apia.ro [13])

The specialists appreciate that the automotive market will not exceed during this year the level of 90,000 – 92,000 units (cars + commercial vehicles), out of which approximately 75,000 cars.

Analysis of the automotive sales in Romania with the help of the SPSS application

For a global analysis of the automotive sales in Romania we calculated a series of sta-tistic indicators using the SPSS application. During the first stage we calculated the mean and mode for various categories of cars delivered during 2010, 2011 and during the first 7 months of 2012. The results obtained are the following:

Table 7: Mean and mode for automotive deliveries on categories

| 2010 | | | | | | | | |
|------|---------|---------|-------------|---------|--------|--------------------|---------|-------|
| Cars | | | LCV+Minibus | | | Com.> 3,5t + Buses | | |
| N | Valid | 64 | N | Valid | 64 | N | Valid | 64 |
| | Missing | 0 | | Missing | 0 | | Missing | 0 |
| Mean | | 1661,38 | Mean | | 154,70 | Mean | | 49,81 |
| Mode | | 0 | Mode | | 0 | Mode | | 0 |
| Cars | | | LCV+Minibus | | | Com.> 3,5t + Buses | | |
| N | Valid | 55 | N | Valid | 55 | N | Valid | 55 |
| | Missing | 0 | | Missing | 0 | | Missing | 0 |
| Mean | | 1718,38 | Mean | | 214,84 | Mean | | 76,93 |
| Mode | | 0 | Mode | | 0 | Mode | | 0 |
| Cars | | | LCV+Minibus | | | Com.> 3,5t + Buses | | |
| N | Valid | 55 | N | Valid | 55 | N | Valid | 55 |
| | Missing | 0 | | Missing | 0 | | Missing | 0 |
| Mean | | 755,51 | Mean | | 114,87 | Mean | | 38,76 |
| Mode | | 0 | Mode | | 0 | Mode | | 0 |

A first observation refers to the fact that in 2010 there were 64 brands that used to trade cars on the Romanian market, and in 2011 and 2012 their number had dropped to 55.

A second observation refers to the fact that cars occupy the first position as trading mean, on brands (1661.38 in 2010, 1718.98 in 2011 and 755.51 during the first seven months of 2012), the LCVs and minibuses occupy the second place (154.70 in 2010, 214.84 in 2011 and 114.87 during the first seven months of 2012), and the motor vehicles exceeding 3.5 tons and the buses occupy the final position (49.81 in 2010, 76.93 in 2011 and 38.76 during the first seven months of 2012).

The main observation consists in the fact that during all the analyzed years and for each category of cars, the mode (namely the value with the highest frequency) is 0. In other words, there were series of brands that have not sold a single car.

During the final stage we analyzed the relationship between two variables with the help of Pearson correlation coefficient (table 8).

Table 8: Pearson Correlation Coefficients

| Correlations | | | | Correlations | | | |
|---|---------------------|--------|------------------|---|---------------------|--------|------------------|
| | | Cars | LCV+ Minibus | | | Cars | LCV+ Minibus |
| Cars | Pearson Correlation | 1 | ,790** | Cars | Pearson Correlation | 1 | ,784** |
| | Sig. (2-tailed) | | ,000 | | Sig. (2-tailed) | | ,000 |
| | N | 64 | 64 | | N | 55 | 55 |
| LCV+ Minibus | Pearson Correlation | ,790** | 1 | LCV+ Minibus | Pearson Correlation | ,784** | 1 |
| | Sig. (2-tailed) | ,000 | | | Sig. (2-tailed) | ,000 | |
| | N | 64 | 64 | | N | 55 | 55 |
| ** . Correlation is significant at the 0.01 level (2-tailed). | | | | ** . Correlation is significant at the 0.01 level (2-tailed). | | | |
| Correlations | | | | Correlations | | | |
| | | Cars | Com.>3,5t +Buses | | | Cars | Com.>3,5t +Buses |

| | | | | | | | |
|--------------------|---------------------|-------|-------|--------------------|---------------------|-------|-------|
| Cars | Pearson Correlation | 1 | -,082 | Cars | Pearson Correlation | 1 | -,105 |
| | Sig. (2-tailed) | | ,520 | | Sig. (2-tailed) | | ,444 |
| | N | 64 | 64 | | N | 55 | 55 |
| Com.> 3,5t + Buses | Pearson Correlation | -,082 | 1 | Com.> 3,5t + Buses | Pearson Correlation | -,105 | 1 |
| | Sig. (2-tailed) | ,520 | | | Sig. (2-tailed) | ,444 | |
| | | 64 | 64 | | N | 55 | 55 |

| Correlations | | | | Correlations | | | |
|--------------------|---------------------|------------------|---------------------|--------------------|---------------------|-------------------------|-----------------|
| | | LCV + Minibus | Com.>3,5t+ Buses | | | Com> 3.5t + Buses | LCV+ Minibus |
| LCV+ Minibus | Pearson Correlation | 1 | ,251* | Com.> 3,5t + Buses | Pearson Correlation | 1 | ,010 |
| | Sig. (2-tailed) | | ,046 | | Sig. (2-tailed) | | ,944 |
| | | 64 | 64 | | N | 55 | 55 |
| Com.> 3,5t + Buses | Pearson Correlation | ,251* | 1 | LCV+ Minibus | Pearson Correlation | ,010 | 1 |
| | Sig. (2-tailed) | ,046 | | | Sig. (2-tailed) | ,944 | |
| | N | 64 | 64 | | | 55 | 55 |

*. Correlation is significant at the 0.05 level (2-tailed).

| Correlations | | | | Correlations | | | |
|--------------|---------------------|------|--------------|--------------|---------------------|------|------------------|
| | | Cars | LCV+ Minibus | | | Cars | Com.>3,5t +Buses |
| Cars | Pearson Correlation | 1 | ,709** | Cars | Pearson Correlation | 1 | -,078 |
| | Sig. (2-tailed) | | ,000 | | Sig. (2-tailed) | | ,573 |
| | N | 55 | 55 | | N | 55 | 55 |

| | | | | | | | |
|--|------------------------|--------|----|--------------------------|------------------------|-------|----|
| LCV+ Minibus | Pearson Correlation | ,709** | 1 | Com.> 3,5t + Buses | Pearson Correlation | -,078 | 1 |
| | Sig. (2-tailed) | ,000 | | | Sig. (2-tailed) | ,573 | |
| | N | 55 | 55 | | | 55 | 55 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

| Correlations | | | |
|---|------------------------|--------------------------|-----------------|
| | | Com.> 3,5t + Buses | LCV+ Minibus |
| Com.> 3,5t + Buses | Pearson Correlation | 1 | ,018 |
| | Sig. (2-tailed) | | ,894 |
| | | 55 | 55 |
| LCV+ Minibus | Pearson Correlation | ,018 | 1 |
| | Sig. (2-tailed) | ,894 | |
| | | 55 | 55 |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | |

From the table above we can draw the following conclusions:

a. There is a significant positive relation between the cars sales and the LCV+Minibus sales. Namely the companies recording big cars sales also sell a lot of LCV+Minibuses:

- for 2010: $r = 0.79$; $DF=62$, $p < 0.001$, where r - correlation, DF -freedom degrees equal to the number of cases minus 2, p -significance level, which in this case is 0.000, smaller than 0.001, but in order not to confuse the readers it is reported at 0.001 (at a significance level of 0.001 or smaller, the correlation is statistically significant)

- for 2011: $r = 0.83$; $DF=59$, $p < 0.001$

b. Between the cars sales and the Com.>3,5t+Buses sales there is a negative, but in-significant, relation. This means that the companies recording big cars sales record a small number of Com.>3,5t+Buses sales:

- for 2010: $r = - 0.08$; $DF=62$, $p > 0.001$

- for 2011: $r = - 0.05$; $DF=59$, $p > 0.001$

c. Between the sales of LCV+Minibus and Com.>3.5t+Buses there is a positive, yet insignificant relation:

- for 2010: $r = 0.25$; $DF=62$, $p>0.001$
- for 2011: $r = 0.03$; $DF=59$, $p>0.001$

Therefore, the leader brands for the category “Cars “ also sell a considerable number of “LCV+Minibus”, but they sell few “Com.>3.5t+Bus” or they do not sell such vehicles at all.

Conclusions

The research had as a purpose the making of a radiogram for the Romanian cars sales in the period 2010-2012. A first direction aimed at the synthetic presentation of the notion of sale, in a competitive manner. We reached the conclusion that this activity imposes a bivalent approach: one strategic and one operational. The main contribution of this part of our article consisted in the change of vision proposed by us for the sale activity, which will be considered as a rational, and not as a transactional activity.

The world automotive industry is in continuous transformation in its attempt at facing the economic-financial difficulties. The research managed to notice a series of trends such as:

- the fuel efficiency remains the consumers’ primary concern, but decreases in per-centage, from 96% in 2009, to 76% in 2010;
- the TRIAD and BIRC markets will have registered between 9 and 14 millions new electric vehicles by 2026;
- the consumers’ main concern in connection to the electric vehicles is represented by their driving autonomy;
- the BIRC countries will play a crucial role in the world economy and in the automot-tive industry.

The importance of this paper is given by the analysis of the vehicles sales in Romania with the help of the SPSS application, an analysis that reached the following conclusions:

- the category “Cars” holds the 1st place both in sales, and at the mean on makes;
- there are a lot of makes in Romania that did not sell any unit in 2010, in 2011 and in the first seven months in 2011;
- there is a perfect correlation between the sales of cars and the sales of LCV+Minibus.

Through this analysis we obtained the general coordinates of cars sales during the period 2010-2012, a fact that represents a starting point for future research, which may take the following directions:

- extension of the research on a wider period of time and by using also other methods of the SPSS program, for an increased accuracy of the results;
- the correlation of the results obtained after the analysis of vehicles sales in Romania to those in the EU, in order to identify the relations existing between these sales levels [10];
- the identification of potential connections between Romania and the BIRC countries in the future, connections that may generate positive effects in the Romanian automotive industry [10].

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