**ONZIEME RENCONTRE INTERNATIONALE DU GERPISA**
**ELEVENTH GERPISA INTERNATIONAL COLLOQUIUM**

Les acteurs de l'entreprise à la recherche de nouveaux compromis ?
Construire le schéma d'analyse du GERPISA

Company Actors on the Look Out for New Compromises
Developing GERPISA's New Analytical Schema

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# WHY DEMAND IS DEMANDING NEW RESEARCH IN MESO-ECONOMICS? THE CASE OF THE AUTOMOTIVE INDUSTRY

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While recent regulatory changes may appear to have had little direct impact on the used car market, they are clearly of great importance to the spare parts and service and repair markets. Initial debate focused solely on the problem of new car sales but, from the end of 2000, the different interest groups and, in particular, the European Commission turned their attention to the famous "natural link" between sales and after-sales service that was finally, in principal, significantly 'loosened' if not entirely broken.

One of the stronger arguments that was used to contest the 'naturalness' of this link between sales and after-sales was the very clear difference between its persistence in the market for new cars and its relative unimportance in the case of used car sales. Both buyers and professionals in this used car market – representing a vastly higher level of sales than the new car market – are happy to operate in a system whereby the sale and after sales service are separate. Buyers do not expect the seller of a used car to have repaired or serviced it in the past, nor do they expect the seller to be responsible for future repair and service. The seller or the provider of the after sales guarantee limit their engagement to recommendations in terms of parts or suggestions for recommended repair outlets but clients are not sent back to the dealerships representing the brand of car that they have been sold.

At a more general level, the study of the markets in this paper and their evolution will allow us to examine the automobile world from both a supply and demand perspective in a way that is both more realistic and more open to the variety of current practices than is typically the case when discussion is limited to the market for new cars and related issues of interest to car manufacturers and their dealerships. In contrast to the new car market, the used car market and the markets for spare parts and repair services are not dominated by manufacturers. The presence of divergent interests and the relative marginalisation of manufacturers is clearly evidence that alternative operators have come up with proposals that correspond to a growing number of households for whom the car manufacturers' offer appeared fundamentally inappropriate.

In part I of this paper, the ways in which households acquire cars will be analysed to highlight the growing importance of the purchase of used cars and, in particular, older used cars. This analysis will be used to extend our perspective on the industry based on "usage systems", the main elements of which are summarised in part II. Finally, in Part III of the paper, linking our greater understanding of usage systems with the evolution of revenue distribution allows for the formulation of a series of hypotheses and suggestions for new research fields to broaden the analytical framework developed by the GERPISA model.