



Finanzierung in der Krise: Wie die Automobilbranche derzeit an Liquidität kommt (German Edition)

G. Dengl

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Durch die Finanzkrise haben sich die Refinanzierungsbedingungen für Automobilhersteller deutlich verteuert. Die Branche gilt als riskant und kommt nur noch schwer an Kredite. Bei der größten Autobank Deutschlands, der VW Bank, geht ohne Staatshilfe bereits nichts mehr. Um den drohenden Absatzeinbruch entgegenzuwirken wollen die Autobauer ihren Kunden weiterhin günstige Finanzierungs- und Leasingkonditionen bieten. Auch wenn hier von Gesetzes wegen nur enge Spielräume bestehen, so versucht man nun, über die konzerneigene Automobilbanken die Finanzierungssituation zu entlasten.



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