Abstract
Today, the global automotive industry is concerned with consumer demands for styling, safety, and comfort; and with labour relations and manufacturing efficiency. The industry is at the crossroads with global mergers and relocation of production centres to emerging developing economies. The automotive industry of ASEAN countries are subject to imperfect competition which has resulted in too much of everything — too much capacity, too many competitors and too much redundancy and overlap. The auto industry of ASEAN is concerned with consumer demands for styling, safety, and comfort; and with labour relations and manufacturing efficiency. In this context, the study has conducted to know the opportunities and challenges ahead for growth patterns and sale of car in market of ASEAN countries. As automotive industry is becoming more and more standardized, the level of competition is increasing and production base of most of auto-giant companies are being shifted from the developed countries to developing countries to take the advantage of low cost of production. The study is prepared based on primary data and secondary data. The primary data has collected through oral interview from stalwarts of automotive industry. The secondary data is collected from the reports of international conference of automotive industry and all existing literature has collected also from internet automotive websites, auto business magazines, e-auto journals etc. Findings of the research reveals that the ASEAN automotive industries are still have to focus on quality auto product by allocating funds towards research and development. Finally suggestions have been framed and conclusions have been drawn for the study.

Key Words: ASEAN countries, automotive, industry, challenges, opportunities.