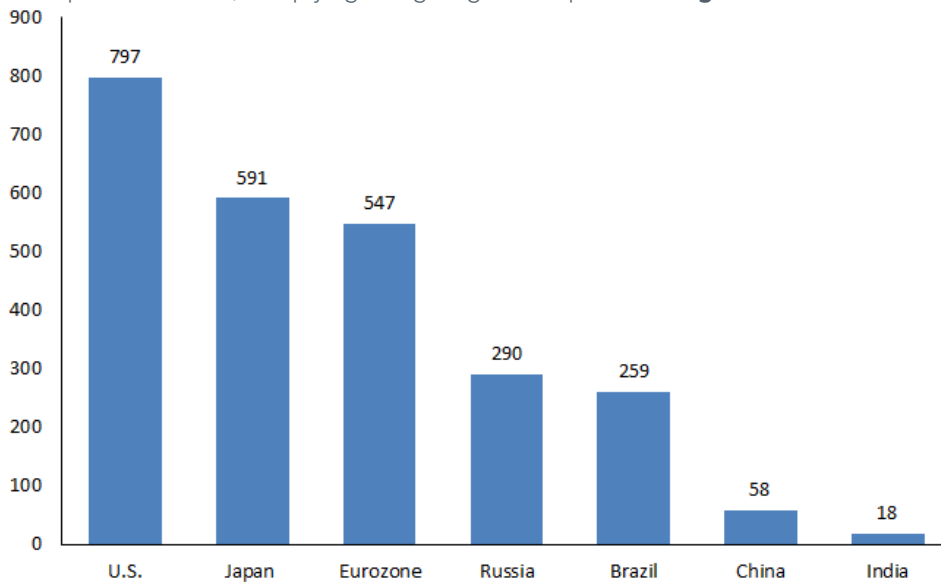


EMERGING MARKET CONSUMER GROWTH IN AUTOMOBILES

Jeremy Schwartz — Global Chief Investment Officer
11/26/2013

One of the [major themes](#) that we believe will drive much of the global economy over the coming years is the rise in potential growth from emerging market (EM) consumers. Given EM's youthful demographics and the potential for their low [per capita incomes](#) to catch up with those of the developed world, the ramifications of this trend could be quite large. **The Growth of Automobile Ownership** A major good often cited as a prime beneficiary of moves up the income ladder is the automobile. Current ownership of automobiles in emerging market countries is low compared to most developed countries, implying large growth potential. **Figure 1: Motor Vehicles (per 1,000 people)**

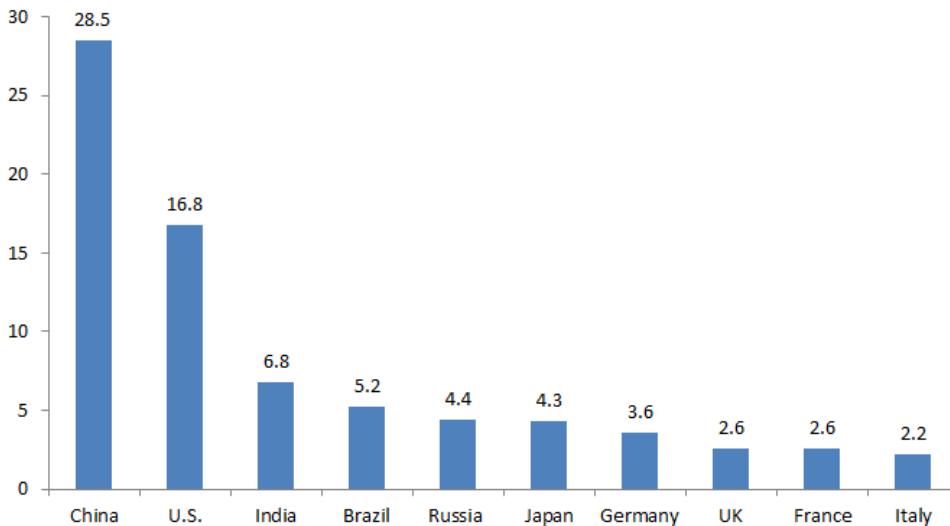


Sources: WisdomTree, World Bank, 2010.

• **Contrasting BRIC**

Ownership with U.S. – China has less than one-tenth the per capita automobile ownership of the United States or Japan, while India's automobile penetration is a further two-thirds lower. China and India are the two largest countries by population, indicating a substantial market as their per capita ownership converges with that of the developed world. Brazil and Russia still have roughly one-third of the car ownership of the United States. The EM consumer has driven much of the economic growth in EM since 2000¹, and many are expecting this trend to accelerate as income levels rise. This growth potential can be displayed through estimated vehicle sales provided by the Boston Consulting Group.

Figure 2: 2020 Estimated Vehicle Sales (Millions)



Source: Boston Consulting Group, July 2013. Subject to change.

• BRIC Vehicle Sales

Expected to Lead – These countries are expected to be four out of the five largest purchasers of vehicles by 2020. They are expected to collectively purchase almost 45 million vehicles; over 30% more than their collective [G7](#) developed peers. Leading the way is China, which is expected to purchase approximately 70% more vehicles than the U.S. **How to Participate in This Development?** Few will argue that investors will need exposure to the automobile industry to capitalize on this development, but some will debate the best way to access these future consumers. One could say General Motors, Ford, Volkswagen—large multinationals—have a growing presence in China, and their growth will come from sales in China. However, I believe a better way to capitalize is to focus on local companies that derive a majority of their revenues from within these countries. According to the China Association of Auto Manufacturers, for the first nine months of 2013, Chinese auto companies led in market share and were responsible for approximately 40% of the Chinese market. I believe these local companies often know their consumer market best and have direct access to consumers through their dominant market share. It is for that reason that we have created an index designed specifically to reflect this theme across the broader emerging market economies. [The WisdomTree Emerging Markets Consumer Growth Index](#) The [WisdomTree Emerging Markets Consumer Growth Index](#) (WTEMCG) strives to provide exposure to the emerging market consumer growth trend with a broadly diversified and inclusive approach to selection, while at the same time maintaining sensitivity to [valuation](#). As a result of its index rules, screening criteria and selection methodology, WTEMCG currently has over 15% exposure to the automobile industry. Some of the top names in autos in WTEMCG include: Astra International (an Indonesian company), Dongfeng Motor Group Co. and Great Wall Motor Co. (two Chinese companies), and Tata Motors (an Indian company). In a future blog post, I will go into greater detail about the trends these companies are seeing in their respective markets. To see the full list of Index constituents, please click [here](#). For current holdings of the *WisdomTree Emerging Markets Consumer Growth Index*, please click [here](#). ¹Source: Bhanu Baweja and Christine Li, “EM by the Numbers: Trying to Get That Engine Going,” UBS Investment Research, 7/26/13.

Important Risks Related to this Article

Foreign investing involves special risks, such as risk of loss from currency fluctuation or political or economic uncertainty. Investments in emerging, offshore or frontier markets are generally less liquid and less efficient than investments in developed markets and are subject to additional risks, such as risks of adverse governmental regulation and intervention or political developments. Diversification does not eliminate the risk of experiencing investment losses.

For standardized performance and the most recent month-end performance click [here](#) NOTE, this material is intended for electronic use only. Individuals who intend to print and physically deliver to an investor must print the monthly performance report to accompany this blog.

For more investing insights, check out our [Economic & Market Outlook](#)

View the online version of this article [here](#).

IMPORTANT INFORMATION

U.S. investors only: Click [here](#) to obtain a WisdomTree ETF prospectus which contains investment objectives, risks, charges, expenses, and other information; read and consider carefully before investing.

There are risks involved with investing, including possible loss of principal. Foreign investing involves currency, political and economic risk. Funds focusing on a single country, sector and/or funds that emphasize investments in smaller companies may experience greater price volatility. Investments in emerging markets, currency, fixed income and alternative investments include additional risks. Please see prospectus for discussion of risks.

Past performance is not indicative of future results. This material contains the opinions of the author, which are subject to change, and should not to be considered or interpreted as a recommendation to participate in any particular trading strategy, or deemed to be an offer or sale of any investment product and it should not be relied on as such. There is no guarantee that any strategies discussed will work under all market conditions. This material represents an assessment of the market environment at a specific time and is not intended to be a forecast of future events or a guarantee of future results. This material should not be relied upon as research or investment advice regarding any security in particular. The user of this information assumes the entire risk of any use made of the information provided herein. Neither WisdomTree nor its affiliates, nor Foreside Fund Services, LLC, or its affiliates provide tax or legal advice. Investors seeking tax or legal advice should consult their tax or legal advisor. Unless expressly stated otherwise the opinions, interpretations or findings expressed herein do not necessarily represent the views of WisdomTree or any of its affiliates.

The MSCI information may only be used for your internal use, may not be reproduced or re-disseminated in any form and may not be used as a basis for or component of any financial instruments or products or indexes. None of the MSCI information is intended to constitute investment advice or a recommendation to make (or refrain from making) any kind of investment decision and may not be relied on as such. Historical data and analysis should not be taken as an indication or guarantee of any future performance analysis, forecast or prediction. The MSCI information is provided on an "as is" basis and the user of this information assumes the entire risk of any use made of this information. MSCI, each of its affiliates and each entity involved in compiling, computing or creating any MSCI information (collectively, the "MSCI Parties") expressly disclaims all warranties. With respect to this information, in no event shall any MSCI Party have any liability for any direct, indirect, special, incidental, punitive, consequential (including loss profits) or any other damages (www.msci.com)

Jonathan Steinberg, Jeremy Schwartz, Rick Harper, Christopher Gannatti, Bradley Krom, Tripp Zimmerman, Michael Barrer, Anita Rausch, Kevin Flanagan, Brendan Loftus, Joseph Tenaglia, Jeff Weniger, Matt Wagner, Alejandro Saltiel, Ryan Krystopowicz, Kara Marciscano, Jianing Wu, Brian Manby and Scott Welch are registered representatives of Foreside Fund Services, LLC.

WisdomTree Funds are distributed by Foreside Fund Services, LLC, in the U.S. only.

You cannot invest directly in an index.

DEFINITIONS

Per capita income : The sum of the value of all goods and services produced in a particular country divided by the total population of that country. Higher values imply a higher standard of living for that country's citizens.

BRIC : An acronym for Brazil, Russia, India and China.

G-7 Countries : France, Germany, Italy, Japan, United States, United Kingdom, and Canada.

WisdomTree Emerging Markets Consumer Growth Index : A fundamentally weighted index designed to measure the performance of emerging market equities that have a potential heightened sensitivity to increased emerging market consumption. Weighting is by earnings.

Valuation : Refers to metrics that relate financial statistics for equities to their price levels to determine if certain attributes, such as earnings or dividends, are cheap or expensive.