

## **Circular Business Models and Automotive Industry: A Global South Perspective**

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### **Resumo**

While researchers have increasingly investigated how circular business models contribute to sustainability through strategies like close, slow, narrow, and regenerate, the automotive industry remains underexplored (Geissdoerfer et al., 2020). Current literature primarily addresses the impacts of vehicle use—on mobility, energy consumption, and air pollution—while little attention is given to production and post-use impacts (Moita et al., 2024). Specifically, there is a lack of integrative frameworks analyzing the practical implementation of circular business models in the automotive sector, particularly in Global South contexts. In these regions, circular models are a significant part of automotive markets but remain largely overlooked by researchers, policymakers, and industry. To address this gap, this research seeks to answer: how are circular business models characterized in the automotive industry, particularly in the Global South? To do so, a review of relevant literature was conducted, complemented by illustrative cases linking theoretical constructs to real business practices. The study aims to better depict the relationship between circular business models and the automotive sector, clarifying the practical application of key theoretical concepts. Additionally, it seeks to identify potential drivers and barriers to implementation, as well as suggest directions for future research.