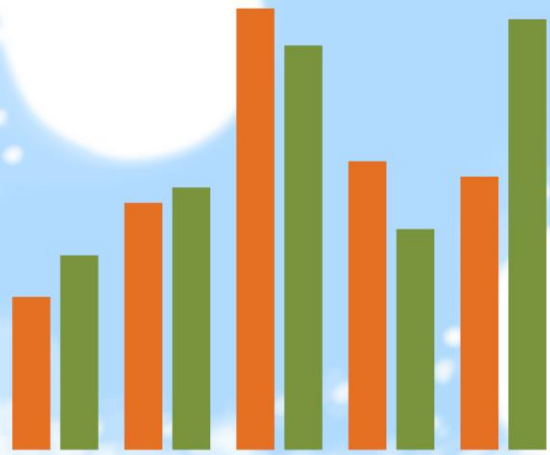




# China ADAS Forecast



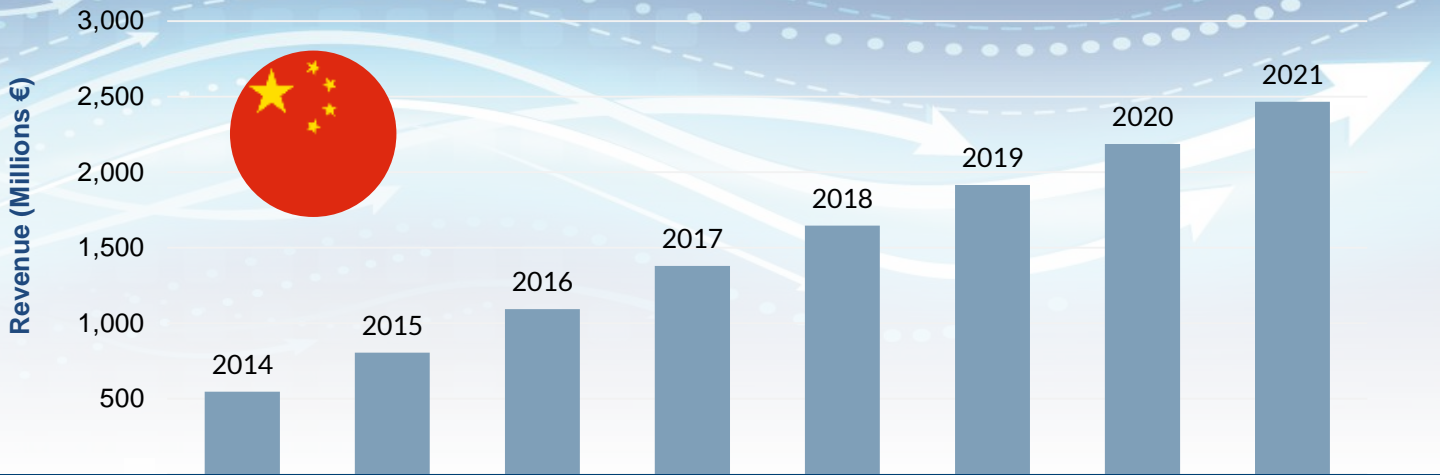
The ADAS Market in China will exceed €2 billion in revenue in 2020.

SBD's ADAS Forecast for China helps you understand the facts behind this prediction and the implications for the automotive industry. >>>





# Insight



## The ADAS Market in China will exceed €2 billion in revenue in 2020

In Europe and the USA, ADAS is no longer exclusive to premium vehicles. Recent Euro NCAP test results show that OEMs are already reacting to the inclusion of ADAS in the five-star rating. It is likely that ADAS fitment for vehicles sold in China will follow a similar trend.

China NCAP (C-NCAP) aims to follow the lead of Euro NCAP for its assessment protocol. The organisation is currently studying the feasibility of including active safety technologies as part of their future rating. The possibility of increased vehicle safety requirements in China is already pushing OEMs to offer more advanced ADAS. Supporting this, there has been a significant increase in the fitment of ADAS over the last year, with systems such as AEB, SAPA, DM and TSR almost doubling in availability.

### ADAS included in the forecast

ACC	TSR	DM
FCW	LDW	AHD
AEB	BSM	SAPA
NV	RCTA	

## THE REPORT IS DIVIDED INTO THREE MAIN SECTIONS



### China Forecast by Tech & Feature

Forecasts by sales volume, penetration and estimated revenue by technology and by feature.



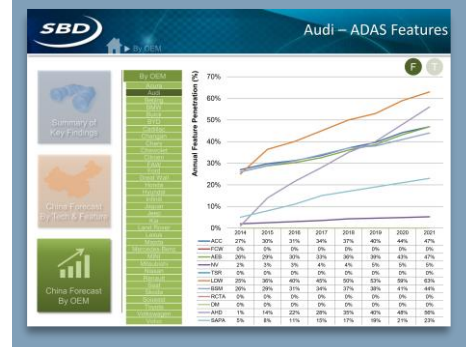
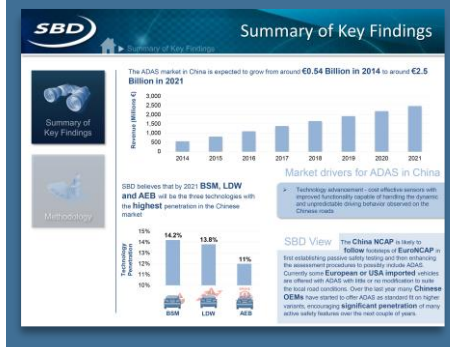
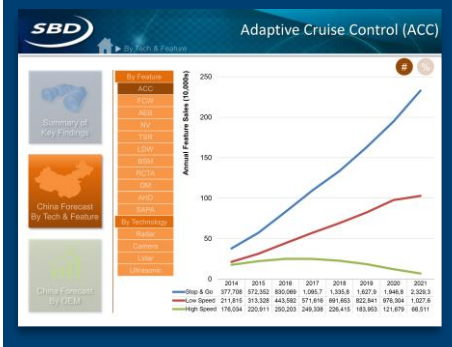
### Summary of Key Findings

A high-level overview of the growth of the ADAS market in China until 2021 including commentary from SBD's Safe Car experts.



### China Forecast by OEM

Percentage penetration by technology and by feature for each major OEM in China.



# SBD's Robust Methodology

This is the methodology behind SBD's ADAS forecast for China, which is backed up by the expertise and experience of our Safe Car consultants.



# SBD – Your Specialist Automotive Knowledge Partner

The highlighted trends are taken from SBD's China ADAS Forecast, which helps you understand the facts behind this prediction and the implications for the automotive industry.

- ✓ Stay ahead of the curve with insight and robust analysis
- ✓ Shape strategies based on the bigger picture
- ✓ Influence key decision makers with confidence

SBD is a knowledge specialist within the automotive sector globally. Working closely with major OEM's, suppliers and industry bodies, SBD incorporates Connected, Secure and Safe Car Divisions providing unrivalled sector insight and consultancy – helping you gain greater clarity and make better decisions.

## Your Peace of Mind

The China ADAS Forecast makes use of extensive research incorporating information from our global network across the Safe Car value chain and the experience and knowledge of our team of Safe Car Specialists.

Our specialist team draw upon their detailed understanding of client requirements to give clarity in a field that is ever changing – allowing you to make informed decisions, quicker.



### Deepa Rangarajan, Specialist – Safe Car

Deepa graduated from the University of Leeds with a Master's degree in Embedded Systems Engineering. As a Specialist within the Safe Car team, Deepa specialises in ADAS technologies and associated market trends. Some of her recent projects include the ADAS Technology Guide, HMI Practices and analysing safety trends within emerging markets.



### Alain Dunoyer, Head of Safe Car

Alain completed an MSc and a PhD in Control Systems Engineering at Coventry University before joining Jaguar Land Rover as a control system engineer, working on adaptive cruise control and forward collision warning systems. He later became a research technical specialist in sensor systems where he led the early development of a number of driving assistance systems.

At SBD he is responsible for the Safe Car division where he guides and manages research and consulting. Alain is an ADAS technology expert who provides recommendations to SBD's clients on defining and implementing their ADAS strategies.

## China ADAS Forecast

Ref: 538CHN

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## Related Reports

### Autonomous Car – Dream or Reality?

Ref: 606

This report has been created by SBD in response to the recent focus on self-driving vehicles. We analyse what features are being trialled and tested on public roads and how these developments could potentially change the way people drive their cars.

This report also identifies the key players involved in developing autonomous vehicles and analyses their strengths and weaknesses in developing self driving technologies.

### China ADAS Guide - 2014

Ref: 534CHN-14

The China ADAS Guide includes data on 479 vehicle models for 59 vehicle manufacturers. Designed as an analytical tool, the guide makes it easy to compare the offering of different vehicle manufacturers and tier-one suppliers, as well as to analyse the trends for the fitment of various ADAS applications.

The ADAS Guide is part of our Safe Car research offering and is also available for Europe and the USA.

## China ADAS Forecast

Ref: 538CHN

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