

Independent, reliable and precise testing and evaluation for your vehicle security products...



Support to get your product development right first time...

For the purpose of vehicle evaluation, it is necessary to have a repeatable method by which judgements can be made. The method needs to be defined and have clear performance criteria. However in the field of vehicle security, there are many unknown variables that make a repeatable test difficult to define including the requirements within Europe and other global markets for insurance, legislation and consumer testing.

These requirements are complex, subject to interpretation and amended on an irregular basis. Getting it wrong could cost significant amounts with last minute changes and expensive additional protection for not meeting requirements.



With experienced, qualified specialists in vehicle security and associated approval and test criteria, SBD can help you to:

- **Future-proof and defeat actual theft methods** that would threaten your product
- Ensure specifications have clearly met necessary criteria and **identify concerns at an early stage for cost-effective improvement**
- **Predict the performance of your product** in official testing
- Experience a **smooth approval process with SBD's support** in preparing necessary documentation, samples and best practice in submission timescales
- Negotiate and present your product in the best light to **meet the expectation of approval authorities**

For additional information please email info@sbd.co.uk or telephone +44 (0) 1908 305105 and we will be happy to deal with your enquiry.



»» Meeting requirements at minimum cost...

Vehicle theft presents global challenges and vehicle manufacturers and their suppliers are under constant pressure to develop security systems that provide an effective response to the rise in professional theft methods and varying legislative and insurance industry requirements.

With SBD's support, many of our clients have been able to pioneer new and industry-leading security systems. Our skills have helped them earn industry awards for excellence and increase sales through higher levels of customer satisfaction, attractive products and lower cost of insurance profiles.

Key areas of research and support we can provide include:

- Vehicle theft statistics and trends
- Legislation on security provisions
- Insurance industry requirements
- Security system test criteria and product approval
- Attack testing
- Technical design support

Testing and Approval

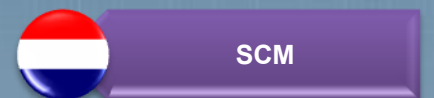
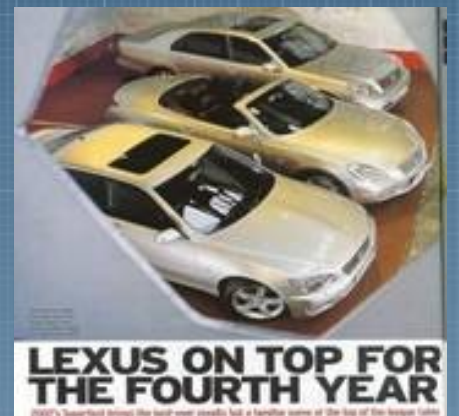
At SBD, we have working relationships and in some cases, conduct actual test work with all of the global approval organisations and we fully understand each of their test methods, judgement levels and technical considerations. Many of our staff came from companies where their responsibilities included approval submissions and testing work.

As a result, you gain insight into the frequent "grey areas" of approval criteria and testing to advise on the likely outcome of testing for new systems that do not have any precedent or which do not fall within the existing judgement descriptions.

We are able to negotiate and present your product in the best light to meet the expectations of the approval authorities.

We can not achieve approval of a product that lacks good performance, however we can help achieve the necessary performance in a painless and cost-effective manner.

The global requirements that SBD specialises in...



»» ...know what tomorrow brings

Design Review

As acknowledged experts in understanding the detail of varied market trends, insurance and legislative requirements, we know the best solutions at minimum costs as well as what changes are likely to effect your product before, during and after it reaches the market.

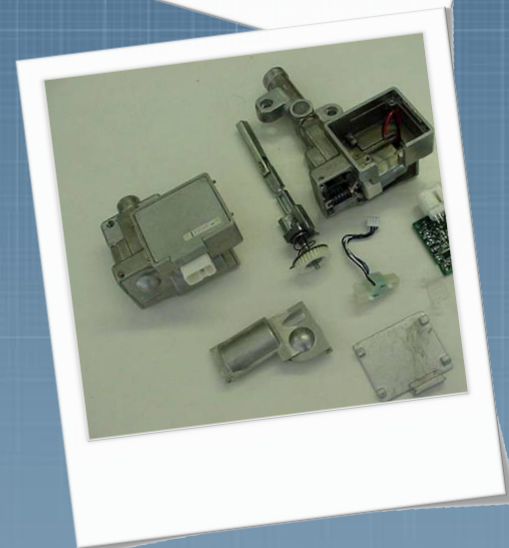
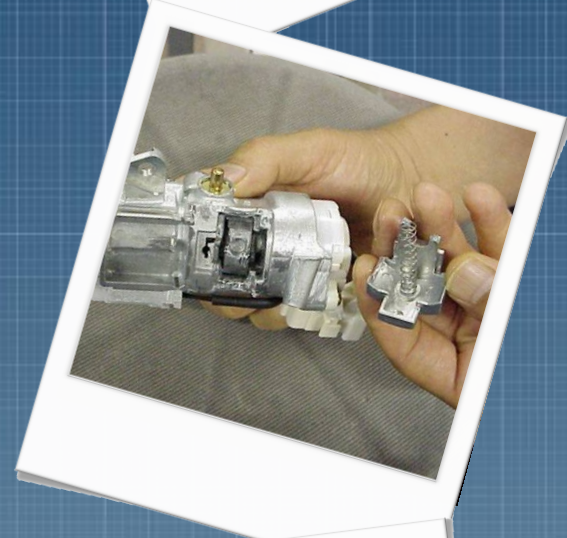
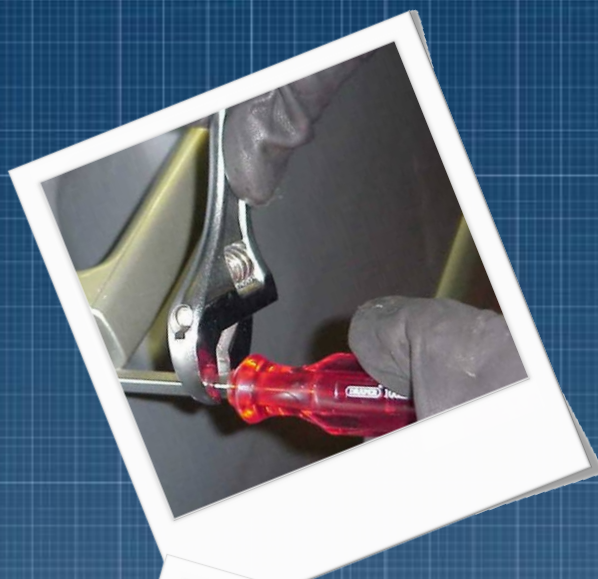
The reports produced by SBD as a part of our annual research detail the requirements and benefits in each major global market and also on security features and theft trends. These reports are an example of the breadth and depth of knowledge that we have, but involving our team of experts to review designs with your engineers will provide an invaluable insight in how to meet the specific needs of your product.

This is a flexible service so each step can be conducted individually to supplement your existing product development processes or as a complete service from conception to production, working alongside your development teams to ensure they have the best support at all times.

All design reviews will be conducted with an SBD expert in your product area. Full understanding of the assessments and results are ensured. All tests, recommendations and associated results are fully documented and subject to a strict contract of confidentiality.

Features of SBD's independent support

- Flexibility of focus on one specific market or an entire global overview, whichever is most important to your product
- Added value of insight and knowledge about security technology, theft methods and trends
- Trained automotive engineers that understand the industry's processes, restrictions and development cycles
- Clearly communicated solutions that are suitable for a global product designed to meet development restrictions in the cost-sensitive automotive industry
- Independent, precise testing and evaluation methods



SBD Services...

Our services are designed to provide a complete package of support bringing you the ability to launch a competitive product with the right specifications with the minimum cost and effort.



Technical research - Every year we publish a wide range of research reports describing the latest market and technical trends across all aspects of security technology



End User Surveys - We conduct detailed telephone and focus group interviews to find out exactly what the end user preferences and attitudes are and establish their willingness to pay for specific features or benefits.



Product strategy - We can help you to define what products you should aim to develop over a particular timescale and with what feature specifications.



Project management - Once you've decided your strategy, we can help you implement it by coordinating development groups to ensure that the specification is realised within the restrictions of the automotive development environment.



Competitive benchmarking - In addition to our regular research, SBD also conduct detailed competitor evaluations. This varies from teardown activities and performance feature databases. All of our testing is independent and objective.

Example pricing...

CAD review of system layout - £1700 (ex. travel and translation charges)

An SBD technical expert would review CAD renderings on-site at your technical centre alongside your design staff. This interactive assessment enables manipulation of the images, section cuts to show different access routes and clearances and live discussion of the judgement conditions.

A written report prepared after the activity would then summarise each assessment and judgement to highlight any weaknesses, a grading of the severity of concern and ideas for potential countermeasures. We operate strict confidentiality clauses, no unauthorised documentation will be removed from your site, and the report conclusions remain your property.

Prototype or production vehicle assessment - £4250 (shorter assessments available)

The SBD technical expert would conduct a comprehensive review of the security systems fitted to the complete vehicle, including damage attack assessments as well as visual judgements. A breakdown of the predicted performance against insurance industry standards is then made to highlight any shortfalls or unnecessary feature specifications. The aim is to achieve the points targets in the most cost-effective manner whilst maintaining the integrity of the security of the vehicle against actual theft methods.

SBD recommend having these assessments carried out at your facilities so that design engineers can attend and understand the results of the assessments of their components. A full written report would be provided to document the assessment (typical content as above, including a full prediction of performance in a Thatcham NVSA review).

Next steps...

To discuss your requirements with one of our Security experts...

Email: info@sbd.co.uk

Phone SBD: +44 (0)1908 305 105