

## Will Europe learn from the success of USA & Japan?



SBD's latest report, ***Benchmarking telematics in Europe against global trends***, offers invaluable insight into the key lessons that vehicle manufacturers in Europe can learn from the deployment of telematics in the US, Japan and South Korea.

The report assesses the market status, critical success factors and government involvement in each region to generate a series of recommendations for helping telematics in Europe take a major step towards market success.

### How will you benefit from this report?

- **Understand** why Europe is still a telematics laggard as the US continues to experience strong market growth
- **Optimise** your European telematics strategy by building on best practice from other regions
- **Identify** the opportunities for reducing costs, and hence pricing, with a more flexible system design
- **Recognise** the important link between end user needs and service selection for planning a success strategy

### Who should buy this report?

*Benchmarking telematics in Europe against global trends* is a valuable resource for any organisation looking to identify potential opportunities and strategies for developing embedded OE Telematics services in Europe. The report is essential reading for vehicle manufacturers, service providers, government agencies, research institutions, telecom operators and consultants.



For additional information and price enquiries, please contact Juanita Appleby by e-mailing [jappleby@sbd.co.uk](mailto:jappleby@sbd.co.uk).

Alternatively, you can telephone Juanita on +44 (0)1908 305101.

# Benchmarking telematics in Europe against global trends

...the driving force in automotive technology

## Giving telematics in Europe a helping hand

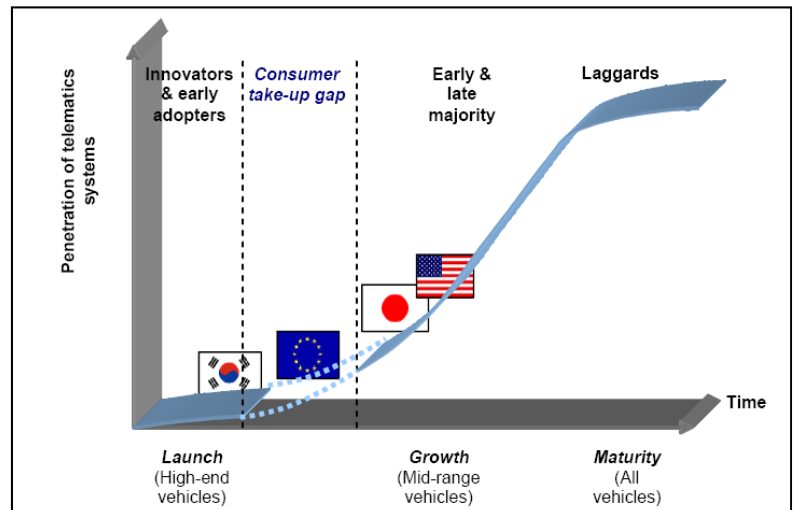
Europe is the poor relation in terms of telematics sales when compared to the US and Japan. Despite the first services being launched across all three regions almost simultaneously in the mid to late-1990s, vehicle manufacturers in Europe are still struggling to achieve a 1% annual fitment rate for telematics. By comparison, the rate for the US now exceeds 15% and in Japan the figure is approaching 10%.

## Learning the lessons

SBD's latest report, '*Benchmarking telematics in Europe against global trends*' identifies the key success factors that have worked in the other markets and considers their relevance to Europe. This analysis includes a focus on the **differing end user needs, the relative importance of specific services, variations in pricing models** and **differences in system design**.

## Moving forward

The report concludes with a series of technical and commercial recommendations for how vehicle manufacturers in Europe can maximise the market appeal of their next generation telematics services by building on best practice from around the world.



## Questions answered in this report include:

- Can fears over safety and security drive telematics in Europe as they have in the US?
- Will the benefits of connected navigation services provide the same appeal to European consumers as they have to users in Japan?
- Can Governments provide a positive influence on the development of telematics markets?
- What can vehicle manufacturers in Europe learn from the use of Bluetooth-based telematics in the US and Japan?
- Which are the most effective low cost pricing models?

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## About the report author



**Stephen Longden** gained an MSc in Transport Planning and Management at the University of Westminster, and then became the editor of *The Intelligent Highway* magazine. At SBD, Stephen conducts research and analysis into automotive telematics and navigation. He has investigated a variety of ITS applications and gained experience researching emerging new markets such as China.

## Other recent reports written or co-written by Stephen include:

- *Navigating the route to success*
- *Bluetooth in the car*
- *Opening up the telematics and navigation markets for success in China*
- *Digital broadcasting trends*
- *HMI for ADAS ~ Managing the warnings*

## ORDER FORM

To receive your copy of SBD's report entitled *Benchmarking Telematics in Europe against global trends*, please select your preferred **purchase format** and fax back this completed order sheet to: +44 (0)1908 305106. Alternatively, to discuss the report content in more detail, please contact Juanita Appleby by e-mail: [jappleby@sbd.co.uk](mailto:jappleby@sbd.co.uk), or telephone Roger on +44 (0)1908 305101.

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