



Vehicle Tracking Systems ~ Market and Technical Analyses

SBD's latest reports on **Vehicle Tracking Systems** provide detailed market and technical analyses of the position adopted by the insurance industry on a country-by-country basis.

The reports also deliver an expert assessment of the future developments that will impact both customer demand and insurer willingness to reduce insurance premiums of vehicles protected by tracking systems.

This report will help you to:

- **Understand** the complex challenges in meeting insurance demands
- **Identify** the scenarios that can lead to a growth in market penetration
- **Implement** strategies to help increase your share of this growing market
- **Create** design solutions for cost-effective product approval

This essential research is divided into two separate reports:

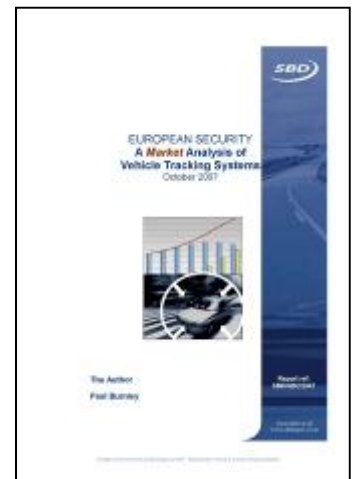
Vehicle Tracking Systems ~ Market Analysis

Vehicle Tracking Systems ~ Technical Analysis

Who should buy this report?

The *Market Analysis* will assist **Vehicle Manufacturers** and **Security System Suppliers** in understanding the markets for stolen vehicle tracking and recovery systems.

The *Technical Analysis* will assist **Designers** in meeting the technical requirements of different countries within Europe.



For additional information and price enquiries, please contact Juanita Appleby by e-mailing jappleby@sbd.co.uk.

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

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Assessing the challenges for Pan – European stolen vehicle tracking

Research published by SBD highlights the statistic that on average over 80% of newer stolen cars in Europe were a result of theft by using the original key. This is due to the high level of security fitted to modern vehicles and many thieves are now only able to steal the vehicle using a key registered to that vehicle. Key theft has become a significant facilitator in thefts of high-value vehicles in recent years and SBD expect that this trend will continue.

Increasing use of this theft method by professional criminal gangs targeting high-value vehicles has contributed to a significant reduction in the recovery rates of such vehicles and a corresponding increase in the cost of 'total loss' claims for insurers. To reduce these costs, a number of European insurance providers have responded by drawing up standards for fitment and operation of vehicle tracking systems which would ultimately enable *recovery* of vehicles following theft by a thief in possession of the original key. In this respect, vehicle tracking systems represent a different approach to that of traditional security systems (mechanical locks, immobilisers, alarms) which have the objective of *preventing* theft.



Whilst the refinement of GPS technology has enabled many companies to launch vehicle tracking systems, these products may be ineffective at recovering vehicles after theft unless basic security principles are applied in the development, integration and operation of the system. These reports will help designers to understand the market requirements and to develop effective vehicle tracking products that will also gain the benefit of widespread insurance approval in the European market.



Three focal countries in Europe have taken specific steps against real world theft methods and have subsequently released the most effective and stringent requirements. SBD highlights these focal countries' criteria for product design compliance offering design advice that saves both time and money for vehicle manufacturers, tracking system manufacturers, and aftermarket suppliers.

The overall market for tracking systems in Europe is set to continue its growth and the market share of OE systems will increase steadily. SBD offer insight into how the market will develop with a detailed analysis of the key drivers.

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*Market Analysis contains 50 pages. Technical Analysis contains 79 pages.



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About the report author



Paul Burnley gained a degree in Electronic Engineering at University of Surrey and was involved in the development of Smart Key systems whilst working as a Systems Engineer for a leading Tier 1 supplier. In his twelve years of working in the automotive industry, he has also worked with engine management systems and is an accredited expert in vehicle communication and tracking systems.

Other recent reports written or co-written by Paul include:

- *European Insurance Market Requirements*
- *European Insurance Technical Requirements*
- *Malaysian Insurance Requirements for Vehicle Theft*
- *India Car Theft and Insurance*

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