

## Japanese market for smart key systems on domestic vehicles

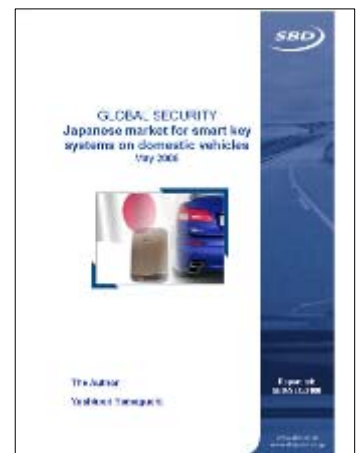


Japanese consumers are widely recognised as being early adopters of new technology and the Japanese market for smart key systems is no exception. In Japan, smart keys are now offered on all new models with fitment estimated to be ten times higher than in Europe and expected to rise.

**Japanese market for smart key systems on domestic vehicles** is the latest report in SBD's 'World Class' suite of smart key solutions. The study provides analysis of the fitment strategies of smart key systems for each of the 9 major domestic vehicle manufacturers in Japan, and highlights significant market changes since SBD's original report was issued in 2005. It describes the systems fitted for each manufacturer and includes optional costs, supplier names and the system features for each model.

### ***This new SBD report will help you to:***

- **Understand** smart key fitment in Japan's rapidly changing domestic market
- **Identify** opportunities to capitalise on this mass market
- **Plan** your smart key strategy to successfully develop products for sale in the Japanese market
- **Adapt** your current smart key strategy to achieve success in the domestic market in Japan



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.

### **Who should buy this report?**

This report will be of interest to **non-Japanese vehicle manufacturers** and **smart key suppliers** interested in introducing smart key technology for sale in Japan. By providing an understanding of the domestic models, it will enable you to develop a successful strategy to design and sell your products in the buoyant Japanese market.

## Japanese market for smart key systems on domestic vehicles

*...the driving force in automotive technology*

Smart key systems are very popular in the Japanese market and almost every new passenger vehicle made in Japan is now available with a smart key system.

Three years ago, smart key was still a niche convenience feature, but this situation has changed very rapidly and SBD's most recent study shows that smart key is now a mass-market product in Japan. Japanese consumers are renowned for being early adopters of new technology and in the case of smart key convenience technology, this reputation is well justified. Estimated fitment rates are almost ten times higher than in Europe and expected to rise.

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*Fitment rates will significantly increase as models are replaced over the next few years. Customer acceptance and understanding of the convenience offered by smart keys would seem to be high, and in some cases, the lock button on the side door handle is considered a 'badge' showing that the vehicle is a high-technology vehicle.*

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**Japanese market for smart key systems on domestic vehicles** describes the systems fitted by each Japanese domestic manufacturer with options costs, supplier names and system features for each model. It also illustrates the trends and technology share across the domestic brands. General strategies are explained and recent changes to systems are included.

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*The report provides an essential explanation of this important and rapidly changing market which is not being exploited by imported vehicles, even for those imported brands that offer a smart key system in Europe. It shows that the Japanese systems are following the same trends highlighted in Europe and that the Japan domestic market is dominated by domestic suppliers enjoying volume production of systems which could give them a piece cost and development edge on suppliers struggling to achieve reasonable fitment rates elsewhere in the world.*

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Non-Japanese suppliers should be aware of the effects of the Japanese market to understand the threat from these fitment rates, and non-Japanese vehicle manufacturers should be aware of the opportunities to take advantage of these fitment rates. This latest report from SBD exposes the complicated Japanese vehicle market with an easy to understand explanation of this technology area.

**Lexus card key (option on LS)**



**'Smart watch' manufactured by Tokai Rika**



**Nissan Skyline - engine start control**



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- Specific vehicle benchmarking reports
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