

European LCV Security: Meeting market needs



Do your products fit with the customers need for security?

The Light Commercial Vehicle (LCV) market has never looked so competitive. The key influencer for fleet and private buyers is brand loyalty with many of the leading vehicle manufacturers using security and cost of ownership to communicate brand values and differentiate from competitors.

SBD has compiled a comprehensive study of security & theft trends and insurance requirements in the top six European sales markets, applying its trusted analysis to provide an invaluable reference source for vehicle manufacturers and suppliers with LCV products.



'LCV security: Understanding the European market'

Covering France, UK, Germany, Italy, Spain & Turkey, this research helps you to:

- Identify the market landscape and key competitors in Europe
- Understand the theft trends and customer awareness
- Realise the impact of security on insurance ratings
- Learn about security fitment on top selling models

For additional information please email jappleby@sbd.co.uk or telephone Juanita on +44 (0) 1908 305107 and she will be happy to deal with your enquiry.



Competitor benchmarking made easy...

Market and Sales

European LCV sales have increased steadily over the past decade. Total sales in 2007 exceeded 2 million units with Car Derived Vans (CDVs) and Light Vans account for approximately 35-40% of the LCV market. European manufacturers dominate the market with high sales of long standing core models and in all countries studied there was a strong nationalistic loyalty with upwards of 50% of sales attributable to domestic manufacturers. In 2008, however, there has been a dramatic reduction in sales due to global economic downturn and the market is not expected to pick up again until 2010.



Insurance requirement

Vehicle security directly affects insurance classification in France and the UK. In France the same classification system is used as for passenger cars, whereas the UK has a separate security criteria specifically for LCVs (and is the only country to do so). In Germany, security influences the cost of insurance indirectly which is adjusted annually in line with the actual theft claims history. There are no insurance requirements that provide any real benefit in Italy, Spain or Turkey.

In the event of theft, the vehicle loss can be recovered through a normal motor insurance theft policy. However, contents are not generally covered, whether they are goods, tools, or internal fixtures and for small businesses the contents often represent the owners' livelihood. A high level of awareness of security amongst LCV buyers means that it is important to offer good security features to meet the customer's needs and support sales.

Security fitment

Security feature fitment across Europe is slowly increasing and most manufacturers now offer a good level of security as either standard or optional fit. In each of the countries in this report, fitment data for critical security features has been obtained on the top five besting selling LCV models in the relevant market. In cases where the top five models are dominated by a single manufacturer, additional models have been included.

Feature fitment tables of European LCV manufacturers are included for each market

Vehicle	Volume Sales (2007)	Doublelocking	Remote Central Locking	Auto Re-lock	Selective Unlock	Rolling Lock	Lockable Interior Storage	Visible VIN	Secure Bulkhead	Alarm
Mercedes Sprinter	25,286	x	✓	✓	Opt	✓	Opt	Opt	✓	Opt
Volkswagen Transporter	19,086	Opt	Opt*	Opt*	Opt*	Opt*	✓	✓	Opt	Opt
Ford Transit	13,021	Opt	✓	✓	✓	✓	x	✓	Opt	Opt
Volkswagen Caddy	12,195	✓	✓	✓	Opt **	Opt **	Opt	✓	✓	Opt*
Mercedes Vito	9,928	x	✓	✓	Opt	✓	✓	x	Opt	Opt

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SBD are committed to providing you with a comprehensive combination of strategic analysis and raw data. Our aim is to enable growth through knowledge by:

- Helping you grow your business by giving you the reassurance of knowing which technologies you should develop
- Helping you reduce your costs by saving you both planning and implementation time

...about the report authors



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European insurance technical requirements

This report provides details for the technical requirements for vehicle security that are published by the insurance industry across ten European countries. It provides a single reference source and gives a detailed explanation of what is needed to meet the requirements and provide customer benefits in terms of better protection and reduced insurance premiums.