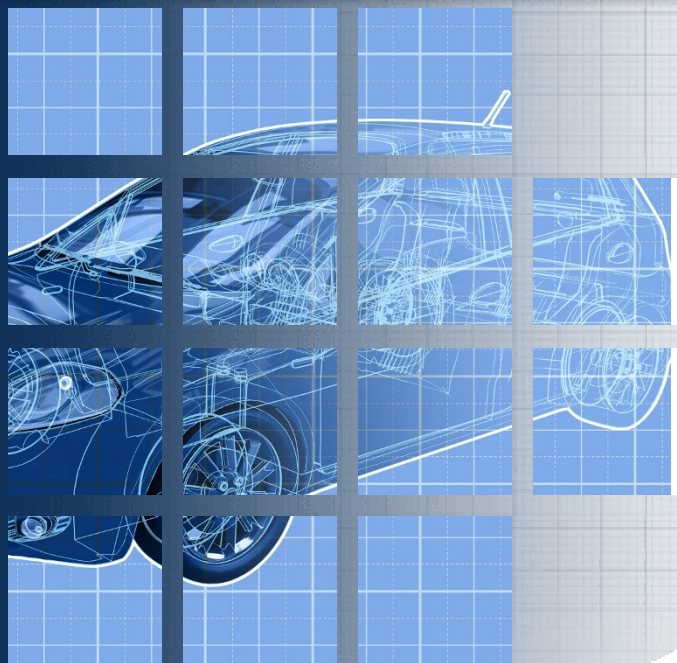


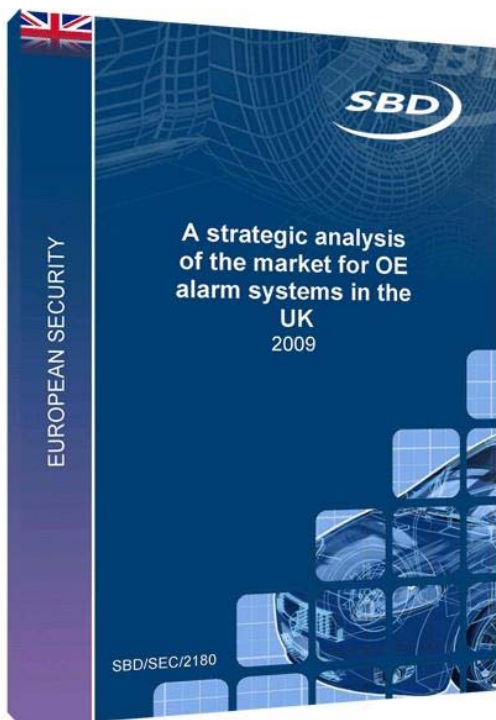
A strategic analysis of the market for OE alarm systems in the UK



New technologies, new strategies and new opportunities...

Due to the relatively high level of car crime fear amongst the general public in the UK, security is still a significant factor when considering to buy a new car and many customers expect an adequate level of security to be provided by the vehicle manufacturer. This often comes in the form of an alarm system and it is clear that many vehicle manufacturers are exceeding the UK insurance requirements for alarms in order to gain good insurance group ratings, maintain competitiveness and to satisfy customer expectations.

In this latest report, SBD has studied the alarm fitment across all UK models and analysed the fitment trends and policies of all the major manufacturers. Accompanied with a **free** comprehensive database covering alarm features, this report provides you with the knowledge needed to keep up to date with the latest developments.



This report will help you:

- Understand the latest technical trends
- See where the current fitment strategies differ from what would be expected to meet insurance demands
- Choose the appropriate alarm fitment strategy based on market expectations which could produce cost savings
- Benchmark your alarm system features and fitment policy against your competitors

For additional information please email jappleby@sbd.co.uk or telephone Juanita on +44 (0) 1908 305101 and she will be happy to deal with your enquiry.



»» Changes in market trends, changes in fitment strategy...

The UK has the highest insurance related demands for alarm fitment in the world, and this study reveals how manufacturers meet those demands.

In actual fact, this report shows that most models exceed those demands by fitting higher specification systems than are necessary to gain insurance related benefits, with high fitment rates of intrusion sensors and tilt sensors. Market factors in the UK mean that these systems are demanded as standard fit and option availability is comparatively low. Those market factors include a significant fear of theft and vandalism amongst UK drivers and therefore a higher expectation of the protection offered on their vehicles.

As requirements for alarm systems increase around the world. Original Equipment fitment rates are increasing, and alarm systems are becoming more integrated and changing to suit higher production volumes.

As well as looking at the detail specifications of every volume model available in the UK market, this report also analyses the strategies and highlights key trends.

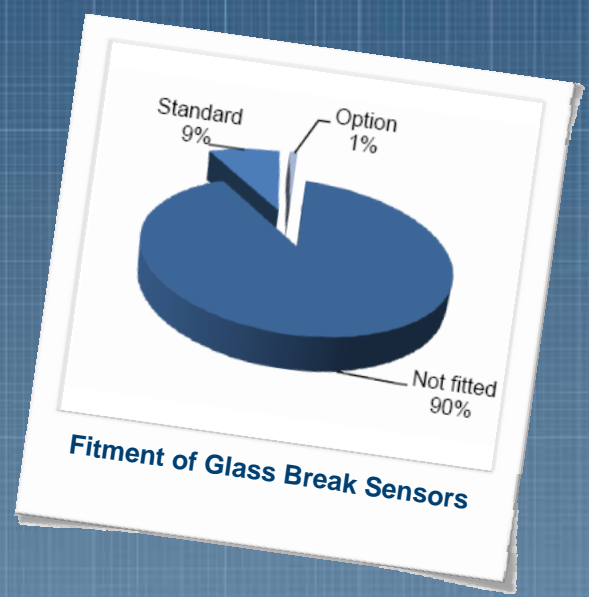
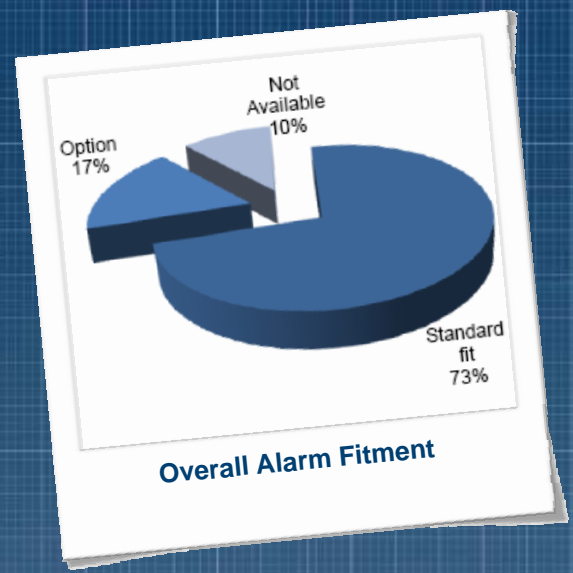
New technical trends emerging...

On 2009 model year vehicles, there was a reappearance of infrared sensors being used in preference to microwave sensors for intrusion detection, although ultrasonic sensors still dominate the market.

- Ultrasonic sensors are being fitted as separate sender and receiver modules in different areas of the vehicle cabin instead of the usual sender/receiver pair fitted in one location.
- Wire-in-glass type glass break sensors are replacing microphone type sensors for increased performance and lower costs.

New strategies uncovered...

- Option fit alarm system availability has decreased as customers expectations of standard equipment rise.
- Changes to the insurance rating system may see future models more closely follow the insurance requirements because they will give vehicle manufacturers opportunities to review their fitment strategies and identify opportunities to reduce cost.



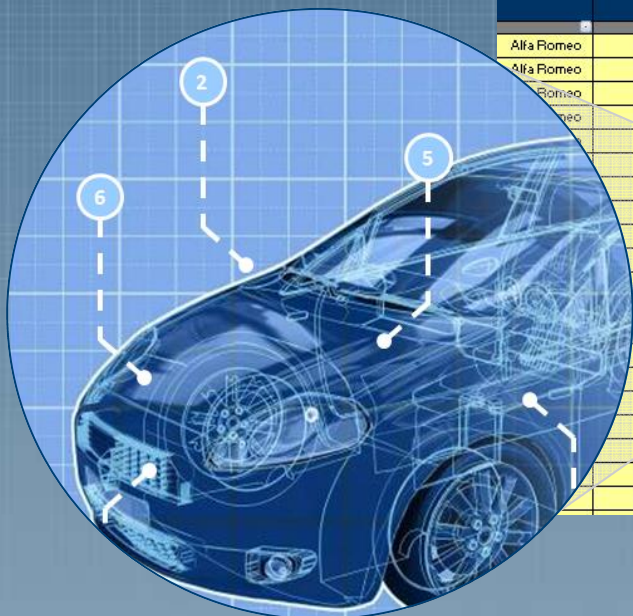
»» ...know what tomorrow brings

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FREE System Database - Alarm fitment by manufacturer

When you purchase "A study of the market for OE alarm systems in the UK", you will receive a free system database containing over 230 UK vehicle models for Thatcham star ratings (Theft of and Theft from), alarm availability and specifications for the following brands:

- | | |
|------------|------------|
| Alfa Romeo | Mercedes |
| Audi | Mini |
| BMW | Mitsubishi |
| Chevrolet | Nissan |
| Chrysler | Peugeot |
| Citroen | Porsche |
| Daihatsu | Renault |
| Fiat | Saab |
| Ford | Seat |
| Honda | Skoda |
| Hyundai | Subaru |
| Jaguar | Toyota |
| Kia | Vauxhall |
| Land Rover | Volkswagen |
| Lexus | Volvo |
| Mazda | |

SBD				UK Alarm Fitment Database							
Report ref: SBD/SEC/2180											
Vehicle Identification				Insurance Details							
Make	Model	Start of Production	Segment	Insurance band	Security Suffix	Theft OF	Theft FROM	Thatcham approval if fitted	Cost for option (GBP)	Standard FR	Standard FR
Alfa Romeo	MiTo	2008	Supermini	3rd	E	-	-	T1	N/A	x	x
Alfa Romeo	147	2007	Family Car	4th	D	3	2	T2	N/A	x	x
Alfa Romeo	159	2006	Compact Executive	4th	E	4	5	T1	N/A	x	x
Alfa Romeo	Brexa	2006	Performance	5th	E	5	4	T1	N/A	x	x
Alfa Romeo	GiT	2007	Performance	5th	D	3	2	T2	N/A	x	x
Alfa Romeo	Spider	2006	Convertible	5th	E	5	3	T1	N/A	x	x
Alfa Romeo	A3 Cabrio	2008	Small Family Car	3rd	E	5	4	T1	N/A	x	x
Alfa Romeo	A3	1997	Small Family Car	4th	E	5	4	T1	N/A	x	x
Alfa Romeo	A4	2005	Compact Executive	5th	E	5	4	T1	N/A	x	x
Alfa Romeo	A5	2007	Compact Executive	5th	E	5	4	T1	N/A	x	x
Alfa Romeo	A6	2005	Executive	5th	E	5	4	T1	N/A	x	x
Alfa Romeo	G5	2008	Compact 4x4	5th	E	5	4	T1	N/A	x	x
Alfa Romeo	Q7	2007	Large 4x4	5th	E	5	4	T1	N/A	x	x
Alfa Romeo	TT	2006	Convertible	5th	E	5	4	T1	N/A	x	x
Alfa Romeo	A8	2004	Luxury	Top	E	5	5	T1	N/A	x	x
Alfa Romeo	1-series	2004	Small Family Car	4th	E	5	4	T1	N/A	x	x
Alfa Romeo	3-series	2006	Compact Executive	5th	E	5	4	T1	N/A	x	x
Alfa Romeo	5-series	2004	Executive	5th	E	5	4	T1	N/A	x	x
Alfa Romeo	X3	2004	Compact 4x4	5th	A	5	4	T1	N/A	x	x
Alfa Romeo	6-series	2004	Performance	Top	A	5	4	T1	N/A	x	x

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SBD is 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...



Chris Vargyas – Senior Security & Cost of Ownership Specialist

Chris graduated from the University of Leicester with a degree in Mechanical Engineering. He is an expert in vehicle security legislation and European insurance requirements. As a senior member of SBD's Security and Cost of Ownership department, Chris is responsible for advising a number of major vehicle manufacturers on their insurance approval processes and vehicle security strategies.



Mike Ball – Security Technical Analyst

Mike Ball is a Technical Analyst with SBD. He has contributed to a number of keynote studies on Smart Key systems and focuses on helping clients improve their cost of ownership through improved vehicle security.

Pricing:

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For a quotation or further information please contact Juanita Appleby on:

Email: jappleby@sbd.co.uk

Phone: +44 (0)1908 305 101

Fax: +44 (0)1908 305 106

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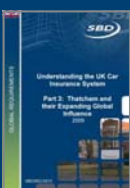
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Reference SBD/SEC/2213