

What makes a good smart key system?

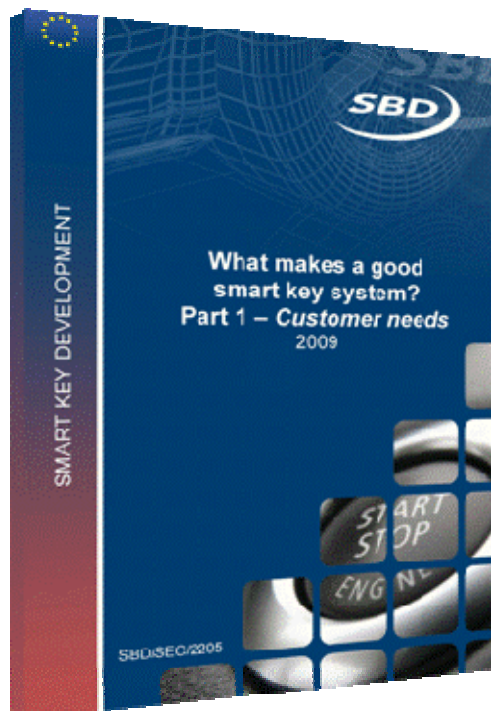
Part 1 - Customer needs



Smart Key systems sales are still low despite high levels of user appreciation...

Smart Key systems have now been available for over ten years, yet the industry is still struggling to generate strong customer interest. Drivers who have smart key systems are generally positive towards them and show strong likelihood of choosing a system on their next new car but overall fitment rates remain low. SBD's three part series, "**What makes a good smart key system?**" aims to identify best practice features and solutions from the range of systems available in Europe.

"**Part 1 - Customer needs**" is the first report in this set which specifically focuses on the customer needs and expectations of Smart Key systems. It investigates the features that drivers like and dislike, and looks at reasons why many drivers are not buying smart key systems. Opinions are sourced from SBD's multi-national end-user surveys and our extensive benchmark testing and Smart Key market research.



This first report in the series will help you:

- Understand what smart key functions are important to European customers
- Avoid common mistakes in system specification
- Find out why customers may not be buying smart key equipped models, or paying for the optional upgrade
- Identify opportunities to increase sales of smart key systems in Europe
- Identify potential causes of customer confusion at the point of sale and during the use of the vehicle

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.



»» Enthuse the customer with the right system...

In Europe, smart key technology has appealed mainly to innovators and early adopters. Prices of systems have reduced over recent years and although vehicle manufacturers are using clever ways of combining smart key systems with other optional features, the industry is struggling to generate a strong customer pull in the volume market.

SBD has combined feedback from end users surveys in the UK, Germany and France to understand exactly what customers like and dislike and have found that in general the smart key technology is well received, but there are some features that can cause dissatisfaction or confusion. For an existing customer, that detracts from the positive benefits of using the system, but for a new customer it could be a reason not to purchase.

The second and third parts of this series look at the technical and market trends and relationships between vehicle manufactures and suppliers and the technology used, but this report reveals the crucial customer opinions that can help to specify the most user-friendly systems and avoid some common mistakes, whilst highlighting the best of the existing systems.

For example, it is most important to maintain clear communication between the car and the driver to help new users gain confidence with the system, and to assist in unusual situations such as radio frequency interference or low battery when using back-up procedures, particularly for starting the car.

SBD investigations reveal that the level of explanation given by sales staff was often too low to generate sufficient interest or to highlight the benefits of the smart key system to new car buyers. Combined with a general lack of information in sales literature or websites, customers are unable to make an informed decision to purchase. This report reveals these weaknesses and recommends some actions that could help to promote sales.

Hear the voice of the customer interpreted by technical experts, with clear recommendations backed up by real examples of the solutions on current model vehicles.

Throughout this report, SBD uses in-house expertise and testing results to give examples of good and bad system features. Recommendations are clearly stated so it is easy to understand how to adopt the best practice into new vehicle and system designs.



»» ...know what tomorrow brings

TABLE OF CONTENTS

1. Executive summary

- 1.1 Introduction to the report series
- 1.2 Introduction to this report
- 1.3 Summary of key points

2. Introduction

- 2.1 Report structure

3. Selling a smart key system

- 3.1 Primary benefits and concerns
- 3.2 Dealerships and information

4. Smart Key system design

- 4.1 Thatcham requirements summary
- 4.2 Smart entry
 - 4.2.1 Knowing the vehicle is locked/unlocked
 - 4.2.2 A natural feeling to locking/unlocking the vehicle
 - 4.2.3 A natural feeling to locking/unlocking the trunk
 - 4.2.4 Smart entry recommendations
- 4.3 Smart start
 - 4.3.1 Automatic key checks
 - 4.3.2 Smart start recommendations
- 4.4 Emergency procedures
 - 4.4.1. Emergency unlock
 - 4.4.2. Emergency lock
 - 4.4.3 Emergency start
 - 4.4.4 Emergency procedure recommendations

LIST OF FIGURES

- Fig 1. SBD recommendations for a good smart key design
- Fig 2. Typical technology product life cycle
- Fig 3. Customer consideration of smart key system
- Fig 4. Customer comments regarding smart key systems
- Fig 5. Summary of dealership questioning regarding smart key systems
- Fig 6. Summary of Thatcham smart key criteria
- Fig 7. Customer preferences for unlock features
- Fig 8. Customer preferences for unlock features
- Fig 9. Good smart key recommendations
- Fig 10. Good smart start recommendations
- Fig 11. Customer awareness of emergency keys
- Fig 12. Transponder contained emergency key
- Fig 13. Good emergency procedure recommendations

Customer comments regarding smart key systems

Perceived Benefits	Concerns
"It's so convenient if I'm carrying shopping" "I don't have to find the keys when it's raining" "It's just so much quicker" "Having owned one I don't know how I would live without it" "It's a cool feature, it looks hi-tech and not everyone has one"	"How do I know the car is locked?" "What if the system goes wrong, will I still be able to lock the vehicle?" "I don't find a remote control keyfob inconvenient to use, so I don't need a smart key" "But doesn't that mean a thief can start the vehicle without me being inside?" "Won't it be really complicated to learn?"
ALL CONVENIENCE RELATED	Either SECURITY RELATED, or THEY CAN'T IDENTIFY THE BENEFITS

The SBD Commitment

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 author...



David Green – Vehicle Security Technical Analyst

David graduated from Cardiff University with an honours degree in Mechanical Engineering. He has worked on a number of projects focused on vehicle security and car insurance and specialises in Smart Key technology. David has a broad knowledge of vehicle benchmarking and has contributed to a number of publications on Smart Key development.

Pricing:

Report	Electronic pdf copy
2205 Part 1 - Customer needs	£1100 / €1400 / \$1750
2206 Part 2 - European database	£1100 / €1400 / \$1750
2207 Part 3 - Technology	£1100 / €1400 / \$1750
Buy all 3 and get 10% reduction	£2970 / €3780 / \$4725

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

Related Reports



What makes a good smart key system? Part 2 - European Database

This photo-rich database provides an up-to-date picture of the smart key market in Europe. The database lists each system by manufacturer and model, and includes details of the major functions, such as smart unlock, smart lock, smart start and emergency start.

Reference SBD/SEC/2206



What makes a good smart key system? Part 3 - Technology

Smart key systems give the customer a more convenient method of opening the vehicle, as well as giving the vehicle a high-technology image. SBD will analyse each of the technologies currently available for the four main features of a smart key system; smart unlock, smart lock, smart start and emergency start. For each technology, SBD will detail the benefits and drawbacks from the perspective of the end-customer and the manufacturer.

Reference SBD/SEC/2207



The market and technical trends for Smart Key systems in Europe

This top selling report provides essential information on the issues that will influence the future development of smart key systems. Additionally, for the first time, the report includes a top level summary of the results of SBD's recent end customer survey, providing an insight into the real needs of the customer.

Reference SBD/SEC/2218



Smart Key UK End User Survey

This end-user survey provides direct feedback from consumers in the UK to help vehicle manufacturers and system suppliers understand the likes and dislikes of Smart Key systems so that they can avoid developing a system that does not meet consumer requirements. It identifies gaps in consumer expectations to help devise marketing strategies to attract new customers.

Reference SBD/SEC/2210