

## Latest market status and future trends in ADAS technology

### How widely available are ADAS features and what functionality do they offer?

SBD takes an in-depth look at the latest Advanced Driver Assistance Systems (ADAS) for helping drivers to stay on the road and avoid accidents. Trends in application development and integration with existing systems are examined, along with analysis of the advanced safety features that are available for car buyers. Future developments are also outlined, particularly looking at the challenges associated with linking ADAS to digital maps and in-car navigation systems.



The ADAS research stream includes the following four deliverables:

- **Market trends report** – Analysing the steps towards mass market ADAS
- **Technical trends report** – A status review of map-based ADAS in Europe
- **Sales forecasts** – European sales forecasts for ADAS systems (2008-2014)
- **Feature database** – Benchmarking tool for availability of ADAS systems in Europe

This research stream provides an overview of the ADAS market and insight into the critical factors affecting growth. The technical report examines the emerging trend and evolution of map-based ADAS and together with the feature database and sales forecast, SBD establishes the availability of active safety systems on new cars today and extrapolates into the future to identify the most important new features.

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



## »» Critical factors affecting ADAS growth...

### Market trends report - Analysing the steps towards mass market ADAS (Ref: 2451)

This report analyses the projected growth in sales of ADAS based on technology, cost and availability. Possible marketing strategies are evaluated along with potential legislative changes that may involve mandatory fitment in the future.

- Identify the ADAS features that will have the highest demand as availability spreads to the mass market
- Learn how trends in sensor development are delivering added value to customers via multiple features
- Get an overview of research initiatives and government studies that may influence this market in the coming years

The automotive industry has invested heavily in developing ADAS applications, but is not yet reaping any significant benefit. An increase in market penetration is achievable, but only if vehicle manufacturers begin to take a more proactive approach to marketing ADAS systems whilst working alongside governments and the insurance sector to provide additional incentives to car buyers.

**Past strategy**  
Individual systems, self contained with sensors. Optional features available only on luxury vehicles.

**Current strategy**  
Some integrated systems, some shared sensors. Standard on some high-end models; optional on some midrange vehicles.

**Future strategy**  
Fully integrated systems, with some sensors standard on all vehicles. Available on most vehicles as packages. Some features now standard in many segments.

### Technical trends report - A status review of map-based ADAS in Europe (Ref: 2452)

This report provides a technical overview of map-based ADAS and summarises the first generation systems and features that are already available in Europe. The report also identifies the development status of the technologies that are required to enable increased functionality, and evaluates the benefits of sharing a map with the navigation system compared to implementing a stand-alone ADAS map server.

- Learn which new features are already available (e.g. on the Audi A8, pictured) and which are most likely to reach the market over the next 3 to 5 years
- Understand the integration challenges for map content suppliers and vehicle manufacturers

Most existing ADAS systems are reactive, functioning by checking for obstacles in real time and either providing a warning to the driver or initiating some evasive action. Adding map data as an additional sensor can bring a predictive element to some of the functions by increasing their range and by providing them with additional information.





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- ADAS Sales Forecast - €1000
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