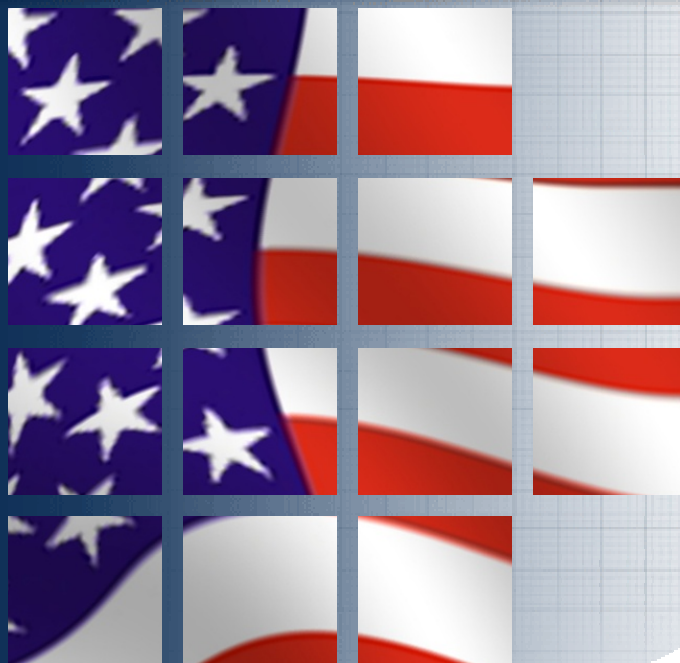


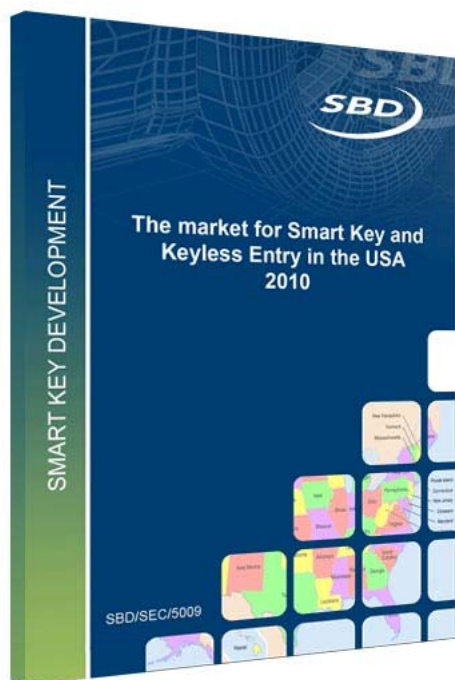
Expectation for Smart Key in the USA is positive



Smart Key fitment predicted to rise in the USA as more OEMs poised to offer the technology...

The USA market for Smart Key systems has historically been small but research from SBD shows that an increase in mass market acceptance, technological advances and vehicle manufacturers' strategies could be the sign of a significant increase in standard fitments rates by 2014.

"The market for Smart Key and Keyless Entry in the USA" is a market-focussed report analysing the reasons why this technology has struggled to gain acceptance to date as well as a breakdown of current fitment patterns and predictions on future trends.



This report will help you:

- Understand the USA's unique driver and buyer attitudes towards the technology and associated features
- Forecast future sales of Smart Key systems based on our analysis of the market
- Gain a good overview of competitor fitment strategies
- Use this market data to plan vehicle specifications or encourage higher take up rates of systems from customers

This report details how American consumer attitudes and usage of RF control for lock/unlock has created underlying issues towards the slow growth of Smart Key in the USA. However, the report's analysis of fitment strategies and possible motivators predicts an increase in Smart Key system sales and helps vehicle manufacturers realise how they can increase the acceptance of this technology.

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.



»» Negativity about Smart Key likely to be overcome...

The fitment of smart key in the USA has been lower than in other major markets such as Europe, Japan and the Pacific regions, and this report looks at the reasons why. Although car buyers in the USA are generally reluctant to adopt technology widely until it has been proven, there are some specific reasons behind the slow adoption of smart key with regards to how vehicles are used in the USA, how they are purchased, and the general attitude of USA drivers towards new technology and Smart Key systems in particular.

This report looks at the use of remote controls and other door unlocking technologies such as Ford digital keypads to understand why USA drivers may not feel the benefits of Smart Key convenience. It also picks out some recent reliability concerns and reports of confusion amongst drivers about how to use Smart Key systems. Actions by certain groups within the USA in objection to replacement key costs also contribute to negative feelings towards smart key technology.

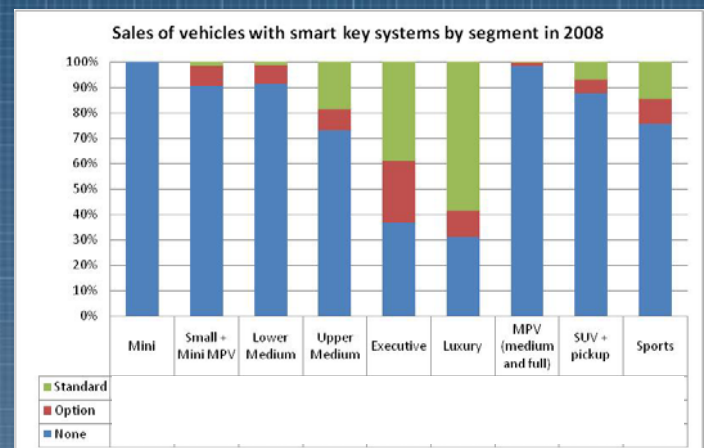
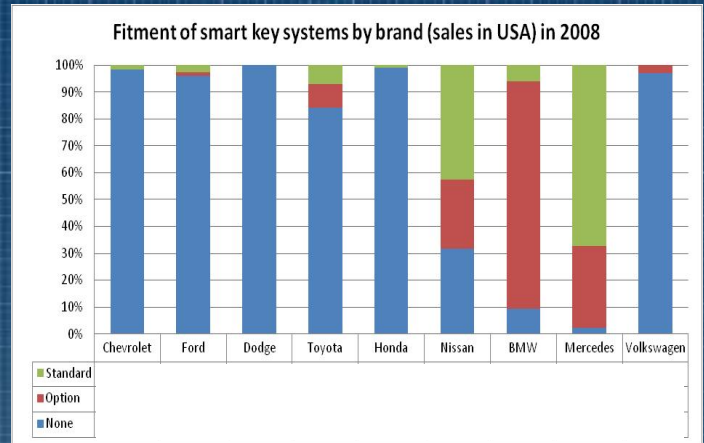
However, the report also reveals the link between recent trends and manufacturer strategies to show that the negative perceptions are likely to be overcome by indirect incentives towards smart key. These are the high levels of interest towards push button start and enhanced key fob features like status display and memory functions.

Recent launches in 2009 show that the likely direction for Smart Key fitment is upwards and almost every major brand is expected to have a Smart Key system available within the next 12 months.

Even considering their recent troubles, the increasing strength of the Toyota brand and the high fitment rates in the Japanese domestic market, it is likely that the Japanese brands (already led by Nissan in the USA) will drive the fitment of smart key up to 30% standard fit by 2014.

Key questions this report will answer...

- Why has the USA market been lower than Europe and Japan for Smart Key?
- What unique consumer attitudes are there?
- What is the current market status?
- What are the factors that will influence the market over the coming years?
- How will those factors relate to actual fitment rate prediction?



»» ...know what tomorrow brings

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The SBD Mission...

... to provide our customers with the knowledge, insight and understanding they need to develop class leading Telematics and Vehicle Security products and improved Cost Of Ownership performance

About the report author...



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Jeremy runs the SBD security department and has a detailed knowledge of car security from both a practical and technical point of view. He has recently returned to the UK office after heading up the SBD Japan for the last 3 years where he worked directly with a range of Japanese clients. He has been a guest speaker and moderator at a number of security related events in both Europe and Japan and has over 15 years experience in the industry.

Pricing:

Report	Electronic pdf copy
5009 - The market for Smart Key and Keyless Entry in the USA	£1550 / €1950/ \$2500
Supporting excel file of raw data and sales figures predictions	£3350 / €4200/ \$5400

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Related Reports



What makes a good smart key system? Part 1 - Customer Needs

This report focuses on system functionality and understanding what customers really want and expect from their smart key systems. Examples of good systems currently available show how these expectations can be met, whilst potential design and functionality weaknesses are also highlighted.

Reference SBD/SEC/2205



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

This database provides an up to date picture of the smart key market in Europe. The database lists each system by manufacturer and model, grade availability and option cost where applicable as well as including details of the features of the system illustrated with numerous photographs to ensure a good understanding of the range of solutions currently in use.

Reference SBD/SEC/2206



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

This report looks at the current European market for smart key systems, focussing on both the vehicle manufacturer implementation and the suppliers' current and future strategies. It analyses 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, the report details the benefits and drawbacks using our unique insight.

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/2018



Car theft and security trends in North America

This report provides analysis of the market status in the USA and Canada. Recent legislative changes allowing the deletion of the steering lock when an electronic immobiliser is fitted gives vehicle manufacturers cost saving opportunities. This research is essential for any company focused on North America, providing a comprehensive and cost-effective guide to the world's biggest market.

Reference SBD/SEC/2134