

EUROPEAN TELEMATICS  
The strategic challenges for  
remote diagnostics in Europe  
December 2005



**SAMPLE**

**The Author(s)**

**A Hart**

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## SBD Ltd.

### Overview

SBD Ltd. is an independent company providing specialist consultancy in the design and development of automotive components and systems. The company founded in 1995 has extensive knowledge of the strategic development of vehicle systems.

Working closely with manufacturers and suppliers, SBD provides consultancy at various levels including:

- Technical Research**
- Strategic Planning**
- Program Management**
- Product Development**

SBD also provides the industry with detailed market and technical reports on various technologies, market trends and competitor analysis.

The company has helped to develop many successful systems seen in the market today and is continuing to help manufacturers implement the next generation of systems with an emphasis on *Vehicle Security* and *Vehicle Telematics*.

For more information, visit [www.sbd.co.uk](http://www.sbd.co.uk)

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## EUROPEAN TELEMATICS

Opel ~ OnStar

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**OPEL**

Opel ~ OnStar

Status

Withdrawn

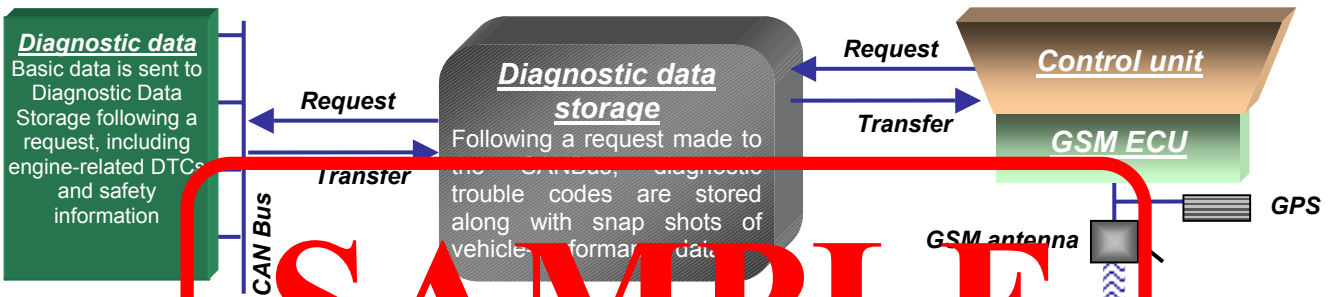
Introduction

Opel's operator-based telematics service, OnStar, was launched in 1999. It did not initially include remote diagnostics but this capability was added to the basic B-call service when OnStar was re-launched in early 2004. However, all OnStar services in Europe (with the exception of E-call) were cancelled in December 2004 as part of a company-wide cost reduction activity.

Whilst operational, the remote diagnostics system was limited to providing data for breakdown assistance. Although there were plans to introduce a link to Opel dealers, there were no plans to include VRM or warranty analysis.

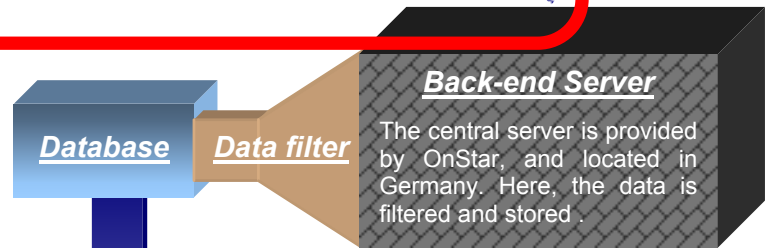
Technical summary

In-vehicle system



Infrastructure system

Data transfer via SMS



Applications



Market summary

Country availability	Model availability	Hardware cost	Service cost	Number of users
Germany	Corsa, Astra, Vectra, Omega, Zafira	€950 - €2,475	No monthly subscription	OnStar Europe had approximately 100,000 equipped cars, and 25,000 active users.