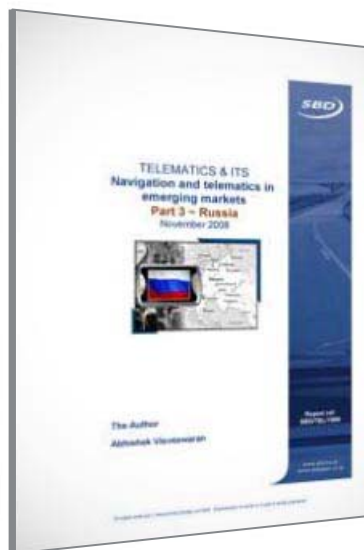
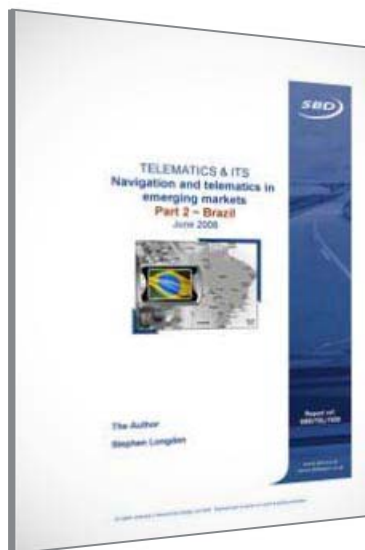




If you are investigating your market expansion into Brazil, Russia, India and China or looking for investment opportunities for capital growth, then SBD's BRICs market research will be your foundation for success.

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The automotive market is expanding quickly in new emerging markets having experienced a period of stagnation in developed countries. This has sparked interest for navigation and telematics with many players planning to launch an increasing number of products and services to maximise the opportunity in these rapidly developing nations.

SBD's research into the *BRIC* countries provides a timely analysis of the opportunities and key market drivers for navigation and telematics in emerging markets. The importance of vehicle theft, road safety and traffic congestion vary by market, and with its '**Telematics in Emerging Markets**' series, SBD highlights the important features and distinguishing characteristics of each country; identifying the key components for success.

BRAZIL

The withdrawal of legislation prohibiting navigation devices inside cars in 2007 has kick-started the navigation market in Brazil. Both the portable and embedded navigation markets are set to grow significantly. The very high levels of car theft has created a large vehicle tracking market and the Government has announced plans to mandate tracking devices in new vehicles by 2009.

RUSSIA

The removal of prohibitive legislation on GPS devices in January 2007 has sparked tremendous interest for navigation devices. The market is now very active with many competitors and plenty of choice for customers. The willingness of the Russian consumer to pay for accessories is creating interest for vehicle manufacturers (VMs) to offer optional navigation systems, with several VMs already offering embedded navigation. The popularity of large luxury vehicle imports has already created demand for stolen vehicle tracking (SVT) with numerous after-market systems. In a market where insurance companies refuse to insure high-risk vehicles without SVT, manufacturers are now considering introducing their own services and several have already announced product launches.

INDIA

The growing economy and increasing tech-savvy population is creating an emerging market for navigation in India. The first PNDs have been launched and GPS-enabled mobile phone sales are on the rise. Unlike other countries where stolen vehicle tracking created the market for telematics, the drive in India is coming from fleet management.

CHINA

The Chinese market for OE embedded navigation is beginning to expand away from the high-end imported vehicles to include mid-range models. PND Sales continue to grow but strong competition is being offered by mobile phone-based navigation applications. 2009 will see the launch of many commercial OE telematics services. The key emerging application is traffic information but improvements in data quality, coverage and delivery technologies are needed for successful implementation.



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- Help you grow your business by giving you the reassurance of knowing which technologies you should develop
- Help you reduce your costs by saving you both planning and implementation time

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Related Reports

SBD can provide you with 6 focused reports detailing the key ITS and Telematics issues to ensure you are kept up to date with all the latest market and technical developments in the emerging market of China.

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- What are the market drivers for Telematics?
- What are the broadcast standards for traffic information in China?
- Who are the key suppliers of traffic information?
- What are the market trends for OE Navigation?
- What are the market trends for PND and Smartphone Navigation?

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