

# The knowledge and support you need to compete...

## Technical & market research

Gain insight into the latest technical and market trends with our comprehensive research reports. Find solutions to your unique challenges with our customised research reports focussed and tailored to meet your needs.



## Competitor benchmarking

In addition to our regular research through technical reviews, industry investigations, feature analysis and motor shows, SBD also conduct detailed competitor evaluations. From performance testing of systems to vehicle teardown activity, we help you keep one step ahead of your competitors.



## Interactive Workshops

Our wide range of workshops are based on your needs and budget limitations. You can choose a half day workshop based on our published research or a multi-day training activity, each of which is specifically designed to match your requirements.



## Custom research

Get the answers to exactly what you want to know with our team of specialist consultants. Our customised reports are focussed on your specific needs and are tailored to your specific target markets.



## Databases

Analyse and compare leading vehicle manufacturers' offerings listed in our databases. Our extensive knowledge banks cover a range of topics from vehicle theft tools to comparison of all ADAS systems in countries across the world.

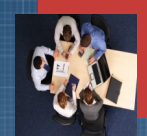


Technical & market research

Annual subscription to all research

## Specialist consultancy

Our package of annual subscription and consultancy is ideal for organisations executing complex solutions. Our team of specialists will help you develop cost effective solutions and provide necessary support at each stage of your project lifecycle.



## Forecasts

Prepare for future market developments with our exclusive forecasts. Our market and sales forecasts are based on a solid understanding of the factors influencing each technology and country.



Strategic and technical consultancy

## Technical helpline

Get quick answers to complicated questions with direct access to our experts. Benefit from specialists' extensive knowledge and access to our exclusive information sources.



## End User Surveys

The careful structure of SBD's end user surveys allows you to understand the customers perceptions of various systems including previous experience and satisfaction, cost acceptance and what improvements they would like to see. The results provide a valuable resource for vehicle manufacturers and suppliers wanting to incorporate the voice of the customer to improve the design of their future systems.



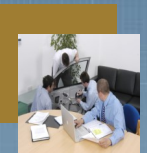
## Training

Expand your knowledge with our intensive training workshops on automotive technology topics. Each workshop is packed with technical insights and is designed to keep you at the forefront of developments in the automotive industry.



## Secure and Safe Car Design reviews

We can save you time and money by identifying design improvements at an early stage. The depth of our knowledge and experience helps you fully understand the relevant design criteria, provide your customers better protection and lower cost of ownership through reduced insurance premiums.



## Flexible support

From on site support to written reports, you choose the best way for you and we'll deliver. Whether it's support for a single stage of your product development or complete service from conception to production, we ensure that you have the best support at all times.



## Monthly meetings

Get help in analysing market trends, discussing your strategy and increasing customer satisfaction with one-on-one meetings with our experts. Our expertise will enable you to develop cost effective, class-leading products for world markets.



## Vehicle and system evaluation

Gain an independent assessment of your vehicle and leverage our high level of expertise to cost effectively identify the appropriate level of features or performance to meet present and future requirements.

