

Security research at a glance...

This catalogue provides a summary of SBD's 2008/2009 research programme.

All research is easy-to-find by either technology topic or geographical region.










Locate the research best-suited to your needs by technology topic or by geographic region. The numbers listed are SBD report references and are located in subsequent tables in numerical order. For more information including pricing and Table of Contents for the reports listed, please contact Juanita Appleby on jappleby@sbd.co.uk or phone +44 (0)1908 305101.

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SMART KEY DEVELOPMENT

Reference	Title	Description
2018 	The market and technical trends for Smart Key systems in Europe	This report provides essential information and recommendations on the issues that will positively influence the smart key market in Europe. Full details of system features and fitment strategies for the main brands are explained. The report also includes a summary of the results of SBD's customer needs survey, providing an insight into what would influence potential smart key customers to purchase a smart key system.
2100 	Japanese market for smart key systems on domestic vehicles	This study provides analysis of the fitment strategies of smart key systems for each of the 9 major domestic vehicle manufacturers in Japan. Highlighting significant changes to the Japanese smart key market since SBD's original study in 2005, this report describes the systems fitted by each manufacturer. It will be of particular benefit to non-Japanese vehicle manufacturers and suppliers interested in developing smart key products for sale in the rapidly growing smart key market in Japan.
2162 	Latest Mercedes/Marquardt Keyless Go C-Class	These reports form part of a series of SBD's research that benchmarks over 10 smart key vehicles to reveal the features and performance that distinguish different designs.
2163  	Audi A4 / Marquardt Advanced Key system	Marquardt have launched their latest smart key system that uses a sophisticated communication logic to allow a reduced number of interior and exterior communication antenna to be used without compromising on customer operation performance. These two reports compare the different implementation solutions applied on two different models and assesses them against Thatcham requirements as well as SBD's objective performance criteria. Full operation flowcharts, parts location and illustrated explanations of each model are included alongside SBD's expert guidance on the security implications of how each system operates.
2205 	What makes a good Smart Key system? - Customer needs	This report focuses on system functionality and understanding what customers really want and expect from their smart key system. It investigates the features that drivers like and dislike, and identifies reasons why many drivers are not buying Smart Key systems. Opinions are sourced from SBD's multi-national end-user surveys and our extensive benchmark testing and Smart Key market research.
2206 	What makes a good Smart Key system? - European Database	This photo-rich database provides an up-to-date picture of the range of smart key systems in Europe. The database lists each system by manufacturer and model, and includes details of the operation of all the major functions, such as locking and unlocking, engine start and emergency operation.
2207	What makes a good Smart Key system? - Technology	This report analyses each of the technologies currently available for the four main features of a smart key system; lock; unlock; engine start; and emergency operation. For each technology, SBD details the benefits and drawbacks from the perspective of the end-customer and the manufacturer.








GLOBAL REQUIREMENTS

Reference	Title	Description
2010 	Car theft and insurance in Japan	An analysis of the level of vehicle crime in Japan and the structure of the vehicle insurance industry including an explanation of how the fitment of more sophisticated vehicle security systems is having an impact on car theft, but not on insurance costs. Recent actions and initiatives in Japan that indicate more long term possible changes are also included.
2013 	European insurance market requirements	An essential overview and analysis of the different approaches towards vehicle security market requirements across the main markets in Europe. This is as a valuable tool for any company looking to design security features that will benefit customers not only affording better protection, but also in attracting lower insurance costs.
2014 	European insurance technical requirements	An explanation of the wide range of different technical requirements that exist across Europe for the insurance approval of vehicle security systems. This report stands alongside the market requirements report to explain how to gain the insurance benefits available in each market.
2078 	Theft and car insurance in India	A detailed look at the growing Indian car market, the theft of vehicles and the insurance processes. This report also examines the legislation introduced in 2008 that increased the insurance requirements relating to vehicle security.
2132 	LCV Security: Understanding the European Market	The Light Commercial Vehicle (LCV) market is extremely competitive. One key influence for fleet and private buyers is security, although the benefits of security fitment are not widely understood. This report explains who is fitting what security and what are market drivers in Europe.
2134 	Car theft and security trends in North America	This report provides analysis of the market status in the USA and Canada. 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 one of the world's biggest markets.
2170 	Theft and insurance in China	China is a rapidly expanding market with a huge number of new customers buying their first vehicle, and this situation has created a very different set of market needs to any other country. This report explains the situation for vehicle theft, security feature fitment, and insurance in a country where reliable information is difficult to find.
2172 	Car theft and insurance in Russia - Thatcham shaping the future	The Russian market has turned to Thatcham to help introduce an assessment system for vehicle security in an attempt to reduce rising theft of imported vehicles. A star rating process has been introduced, and this report explains the background, details of the immediate effects and a forecast of likely future changes.
2214 	Understanding the UK car insurance system - Part 1: The process	This report sets the background behind the UK insurance system, explains what effects recent changes have had and introduces the main factors that influence the final rating of a new model including low speed crash performance and parts pricing as well as security performance. The details of how to comply with the technical requirements are also explained.
2202 	Understanding the UK car insurance system - Part 2: How to gain competitive UK insurance ratings	An insight into how to develop an effective strategy to reduce customer insurance premiums whilst minimising any increase in vehicle cost. It provides guidance on best practice using worked examples and suggests ways in which to manage the whole process in order to focus design effort in areas with maximum benefit.
2213 	Understanding the UK car insurance system - Part 3: Thatcham and their expanding global influence	An explanation of the range of activities that Thatcham conduct for UK insurers and how their influence and methods are attracting interest outside of the UK. This report explains who Thatcham are and the markets they are already working with outside the UK and the growing influence they are having within the automotive, insurance and repair industries globally.



THEFT AND TECHNICAL TRENDS

Reference	Title	Description
2180 	A strategic analysis for the market of OE alarm systems in the UK	This study provides an up-to-date status of all mainstream UK manufacturers and highlights the alarm feature availability and fitment policy across high, medium and low grades. With an in depth analysis of technology trends, this research provides an essential guide to establishing a cost-effective alarm strategy.
2195 	The outlook for Stolen Vehicle Tracking in Europe	High value and luxury car sales declining and the onset of competitive telematics services have resulted in stolen vehicle tracking system sales volume to drop. SBD expects the European market for SVT to drop more than 30% from 2008 volumes to less than 200,000 units in 2010. This report provides a detailed overview of the threats and opportunities for both aftermarket and OE systems as well as helping you understand the future of this market in Europe.
2196 	Vehicle crime in the 21st Century and the Impact of Electronic Theft Methods	This report provides a global overview of the changing theft patterns since the 1990s. It includes an analysis of the impact of readily-available information on the internet, changes in legislation and the effect of the world recession to provide a comprehensive picture of vehicle crime and what the future holds.
2198 	Strategic advice for Stolen Vehicle Tracking approval in the UK	There are more stolen vehicle tracking systems sold in the UK than in any other country and they are categorised by a complex series of approval criteria, each of which brings different benefits but at a range of cost necessary to meet the requirements. The purpose of this report is to clarify the different categories for insurance approval of tracking systems and to summarise which are the most appropriate for manufacturers to target based on a survey of current insurers' policies. It explains the different insurance criteria, written by Thatcham, to which stolen vehicle tracking systems can be approved.
2208 	The impact of mandatory anti-theft systems in Brazil	In response to the latest status on the Brazilian government's mandate for vehicle tracking, SBD has produced a report which details the technical requirements for OE tracking systems, the approval processes and the future outlook for the stolen vehicle tracking market and the opportunities this provides for the fitment of added value telematics services.

In addition to off-the-shelf research, the automotive industry relies on SBD for customised support and market analysis to gain competitive advantage, develop market leading security systems and improve overall cost of ownership. For more information on the services outlined below or to discuss your requirements confidentially, please contact SBD on +44 (0)1908 305101 and speak to our Vehicle Security department.



VEHICLE SECURITY CONSULTANCY AND SERVICES

SBD helps vehicle manufacturers and suppliers fully understand the design criteria they must meet to provide their customers with better protection and lower cost of ownership through reduced insurance. We help keep our clients one step ahead of thieves and abreast of market developments. With our knowledge and experience we can help you to:

- Set competitive targets for your products through detailed market analysis
- Predict future trends with insight into theft methods and technology developments
- Evaluate the performance of your products and benchmark competitor systems
- Maximise the benefit of your security system with guidance through the insurance process



END-USER SURVEYS

The voice of the customer is the most powerful and valuable input into the specification of a system and SBD collect, analyse and present that voice in a way that helps you to focus your development to meet what customers really want.

With SBD's end-user surveys, our clients have been able to design systems that will increase sales by focussing on the features that add value and are appreciated by the user.

Likewise, the data and trusted analysis in these surveys helps to identify gaps in expectations, devise a market strategy to attract new customers and help develop a pricing policy.



ONGOING MARKET RESEARCH

SBD provides its clients with monthly market monitoring within China, Europe, North America and Russia. These support packages include:

- Technical Support Hotline
- Monthly reports on insurance requirements, theft trends and methods as well as global security news
- On-site support with SBD's leading experts in vehicle security and cost of ownership



TESTING AND DEVELOPMENT

With SBD's support in testing and development, we can cost-effectively identify the appropriate level of features or performance to meet present and future requirements. This unique support enables you to specify your own products and services with maximum benefits and minimal cost, all tailored to your specific target markets and customers.

This is a flexible service so each step can be conducted individually to supplement your existing product development processes or as a complete service from conception to production, working alongside your development teams to ensure they have the best support at all times.

All design reviews will be conducted with an SBD expert and all tests, recommendations, and associated results are fully documented and subject to a strict contract of confidentiality.

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