



Intelligence set: Global market review of electronic braking systems – forecasts to 2016

This Intelligence Set includes the electronic braking systems report, along with profiles of Bosch, Continental, Delphi and TRW.

It offers excellent value for money and will allow you to discover where the market is heading, what the latest innovations are, and how your competitors are performing.

Electronic braking systems are rapidly gaining share in the automotive industry as vehicle makers look to benefit from improved performance at low cost. It is believed that the growth in electronic braking is being driven by the trickle-down of ABS (anti-lock braking system) and ESP (electronic stability system) from luxury to mass-market segments across the world. While ABS prevents vehicle wheels from locking during braking, and traction control stops the wheels from spinning on acceleration, ESP reduces the risk of skidding in all traffic situations. Although ESP is already standard equipment on many luxury cars, an increasing number of mid-range and small-cars are being fitted with the unit as optional fitment.

This report reviews the key market drivers for electronic braking systems, and updates its continuing market analysis.

The Preface and **Chapter 1** provide a brief introduction to our analysis of the sector in this report.

Chapter 2 The market

This chapter begins with brief profiles of the key suppliers in the sector. Included are lengthy interviews conducted by the author with some of the leading players. First off is a five-page interview with Continental's Chassis & Safety division, followed by another five-page Q&A with Vince Austin, director, Product Planning for Global Braking Systems, TRW.

The chapter provides 2008 market shares for OE electronic braking systems by region.

Finally in this chapter, forecasts predict the market for ABS, ESP and electric parking brake (fitment percentage rates and volume) fitted to passenger cars assembled in North America, Western Europe and Japan from 2005 through 2016.

Given the current state of the industry, the report includes completely revised volume and value data. This latest edition therefore sets out revised forecasts for electronic braking systems (separate data tables by system type, ie ABS, EPS, electric parking brake) fitted to passenger car vehicles in North America, Western Europe and Japan from 2005 through to 2016. In addition, and given the sheer volatility of the global economy at present, we have set out an 'expected', 'best case' and 'worst case' scenario applied to electronic braking systems. On balance, we believe this will provide a more realistic framework for our component forecasts.

Chapter 3 Technical review

This chapter sets out a review of recent innovations in this arena and looks at the latest legislation that will affect developments. The chapter includes an interview with Alan Botham, product development engineer, Dura Automotive regarding Dura's brake-by-wire (BBW) technologies.

Chapter 4 Manufacturers

Chapter 4 provides profiles of the major manufacturers, namely Advics, Bosch, Continental, Delphi and TRW.

A typical profile contains the following:

Chapter 1: Company dossier - a brief outline of business activity, stock symbol, key executives, financial statistics, customers, and an outlook.

Chapter 2: Worldwide locations - gives the production locations and number of employees.

Chapter 3: Financial Analysis - sales figures, profit, investments, cash flow, depreciation, research and development, and number of employees.

Chapter 4: Competitor analysis - identifies rivals and illustrates market share

Chapter 5: Key events in the company's history

Chapter 6: Analysis of strengths, weaknesses, opportunities and threats (SWOT).

Chapter 7: Customers - locations of customers are given

Chapter 8: Products - details brands and product ranges

Chapter 9: Product development - recent innovations and product launches.

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