



Intelligence set: Global market review of shock absorbers – UPDATED forecast data to 2016 PLUS 6 manufacturer profiles

This Intelligence Set includes the latest edition of the shock absorbers report, along with profiles of ArvinMeritor, Tenneco, ZF, Delphi, Kayaba and Showa.

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.

Given the current state of the industry, the report includes updated estimates and forecasts of the OE shock absorber market volumes and values. This report includes a brand-new addendum which sets out our revised forecasts for shocks based on forecasts for passenger car vehicle assembly in North America, Western Europe and Japan from 2005 through to 2013. Given that our component forecasts set out the next seven years, we have extended these predictions by a further three years to 2016. In addition, and given the sheer volatility of the global economy at present, we have set out 'expected', 'best case' and 'worst case' scenarios applied to OE passenger car shock absorbers and electronic shock absorbers. On balance, we believe this will provide readers with a more realistic framework for our component forecasts.

Electronics are now assuming a prominent role in shock absorber (damper) product development. Electronic dampers allow a large range between maximum and minimum damping levels and adjust instantly to ensure ride comfort and firm vehicle control.

By integrating mechanical and electronic functions within a vehicle, automakers can improve handling and reduce costs, plus this type of technology can also help lift revenues for manufacturers. For example, Tenneco Inc's CES product increases the company's content revenues seven-fold compared to a standard shock absorber.

This report reviews the key market drivers for shock absorbers, and updates the market analysis. Product fitment forecasts predict the market (by volume and value) worldwide (and by major car-producing region) for shock absorbers. This chapter also sets out detailed market share estimates of the OE market for shock absorbers in Western Europe, North America, Japan, China, South Korea, Argentina, Brazil and worldwide. Chapter 3 sets out a review of recent innovations in this arena while Chapter 4 provides profiles of the major manufacturers, namely ArvinMeritor, Delphi, KYB, Showa Corp, Tenneco and ZF Friedrichshafen.

Chapter 1: Introduction - This chapter provides a brief overview of the sector.

Chapter 2: The market - This extensive chapter includes a number of exclusive interviews with key executives, namely:

Ed Frutig, Vice President and General Manager, Chassis Systems and David Hunt, Senior Director, Global Chassis Systems Engineering, ArvinMeritor Inc about what the future holds for dampers.

Sandro Paparelli, Vice President Sales and Programme Management for Ride Control Europe and Koen Reybrouck, Global Ride Control Technology manager, Tenneco Europe NV who talk about the main trends in conventional shock absorber technology.

Dr Nowak and Dr Eickhoff of ZF Sachs' suspensions systems division who discuss their CDC (Continuous Damping Control) business.

This chapter also provides a look at market trends, and the market players, plus commentary on the emerging markets, China and the Czech Republic. We also include detailed market share estimates of the OE market for shock absorbers in Western Europe, North America, Japan, China, South Korea, Argentina, Brazil, plus value and volume data to 2013.

Chapter 3: Technical review - In this chapter we take a look at what a shock absorber consists of, and what technical developments and trends have occurred.

Exclusive Q&A's with Robert Scholz, Chief Engineer, Chassis, Walter Rosinger, Engineer, Pre-development Chassis and Dr Werner Kober, Product Manager Global Chassis Controller at Magna Steyr about the chassis control systems integrator and continuous damping control technologies. Interviews with Oliver Raynauld, Chief Engineer, European Applications for Magneride, Delphi Corp and Dr Alex Alexandridis, Delphi's Chief Engineer for Chassis Technologies are also provided.

Chapter 4: Manufacturers - We profile the major manufacturers in more depth, namely Arvin Meritor, Delphi, KYB, Showa Corp, Tenneco and ZF Friedrichshafen AG. Profiles include information on mergers and acquisitions, products, revenues, manufacturing facilities and customers.

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

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