
Description: Automotive cockpit electronics are used to enhance driving conditions and to create a comfortable atmosphere inside the vehicle. Their sales are made through Original Equipment Manufacturing (OEM) contracts and the aftermarket. Increasing per capita income and industrial development are key drivers for the automotive and cockpit electronics industry globally. The per capita car ownership has been continuously rising due to a worldwide increase in the middle-class population. Growing concerns of the consumers regarding a safety has increased the demand for automated passenger cars that gives the drivers higher control over their vehicles. Infotainment has seen a significant rise in the recent years since the consumers are seen to be inclined towards a more informed driving experience.

With the increasing number of road accidents, vehicle owners are turning towards more automated vehicles. Stringent regulations are leading to the inclusion of advanced features in passenger cars including tire pressure monitoring system (TPMS), electronic stability control, and occupant detection. Original Equipment Manufacturers (OEMs) are under constant pressure to equip their vehicles with advanced safety systems. North America, Japan, China, and South Korea are the major countries where these regulations have been imposed. For instance, the South Korean Ministry of Land, Transport, and Maritime Affairs issued a regulation effective from January 1, 2013 which requires the new models of passenger vehicles and other transport vehicles of 3.5 Gross Vehicle Weight (GVW) tons or lesser to be equipped with TPMS. Moreover, effective from June 30, 2014, the same regulation would also be applicable to the existing vehicles. Similar regulations are expected to be implemented in Japan, China, and India by 2017, 2018, and 2019 respectively.

Automotive sensors such as GPS systems and humidity sensors keep the driver more informed about the location of his vehicle, routes, and weather conditions. Adaptive lighting sensors automatically adjust the luminance of the vehicle's light beam, depending on the light and road conditions. The increasing tour and leisure activities have increased the scope of info-travelling to a great extent and that is further fueling the demand for automotive sensors.

Eurozone crisis remains a key concern for the automotive cockpit electronics market and has affected the OEM sales in the region. However, the market is expected to gain momentum in this area towards the end of the forecasted period as a result of expected improvements in the economy. The registration of new cars in the European Union has been observed to be increasing every month as compared to the sales in the same month for the previous year. According to the European Automobile Manufacturer's Association (EAMA), Spain, the U.K., and Italy witnessed the strongest growth in the passenger car sales in October 2014 as compared to October 2013. With the tightening of regulations for the passenger car manufacturers (for instance, the TPMS becoming mandatory for new vehicles in Europe), plenty of opportunity awaits the automotive cockpit electronic companies in the near term.

Certain developing countries are reporting high growth rates in the cockpit electronics market. Brazil was the sixth largest automobile producer globally. It is a young country with over half of its population below thirty years of age and over 70% of its population economically active. However, the slowdown of its economy since 2010 has affected automobile sales in the country. The country's cockpit electronics market is witnessing high growth due to its increasing per capita consumption and escalating urbanization (which stood at approximately 87% in 2013).

The major players in this industry include Continental, Denso, Visteon, Harman, Alpine, Panasonic, Delphi, Bosch, and Pioneer. The companies are making new investments to improve their technology in order to retain their competitiveness in the industry. For instance, Denso, Harman, and Delphi are actively funding their research and development activities.

Contents:

Chapter 1 Preface

1.1 Research Methodology

1.2 Segments Covered in the Report
1.2.1 Segments by technology

1.2.2 Regions covered in the report

1.3 Assumptions

Chapter 2 Market Synopsis

Chapter 3 Porter’s Five Forces Analysis

3.1 Bargaining Power of Buyers

3.2 Bargaining Power of Suppliers

3.3 Threat of New Entrants

3.4 Threat of Substitutes

3.5 Intensity of Rivalry

Chapter 4 Industry Overview

4.1 Introduction

4.2 Market Drivers

4.2.1 Increasing vehicle ownership is boosting sales in the automotive cockpit electronics market

4.2.2 Growing concern of public and governments towards driving safety is enhancing the automotive cockpit electronics market

4.2.3 Increasing customer interest towards info-travelling is propelling the demand for automotive sensors

4.2.4 Impact analysis for drivers

4.3 Market Restraints

4.3.1 Eurozone crisis is impacting the automobile market in Europe, thereby affecting the OEM sales of automotive cockpit electronics

4.3.2 Impact analysis for restraint

4.4 Opportunities

4.4.1 New regulation by European Union in the form of mandatory TPMS installation in passenger cars opens ups the opportunity for this segment of automotive cockpit electronics

4.5 Market Trends

4.5.1 Automotive cockpit electronic companies are increasingly launching new products

Chapter 5 Market Size and Forecast by Product Segment

5.1 Information and Controls

5.1.1 Electronic Power Assisted Steering (EPAS) and Tire Pressure Monitoring Systems (TPMS)

5.1.2 Head-up Display

5.2 Infotainment and Navigation
5.2.1 Rear-seat Entertainment
5.2.2 Navigation
5.3 Audio and Connectivity
   5.3.1 Audio Systems
   5.3.2 Wireless Systems
Chapter 6 Market Size and Forecast by Region
6.1 North America
6.2 Europe
6.3 Asia Pacific
6.4 Rest of the World
Chapter 7 Competitive Scenario
7.1 Market Share
7.2 Competitive Benchmarking
Chapter 8 Company Profiles
8.1 Continental AG
   8.1.1 Company overview
   8.1.2 Products and services
   8.1.3 Financial performance
   8.1.4 Recent developments
8.2 DENSO CORPORATION
   8.2.1 Company overview
   8.2.2 Products and services
   8.2.3 Financial performance
   8.2.4 Recent developments
8.3 Visteon Corporation
   8.3.1 Company overview
   8.3.2 Products and services
   8.3.3 Financial performance
   8.3.4 Recent developments
8.4 Harman International Industries, Inc.
   8.4.1 Company overview
   8.4.2 Products and services
8.4.3 Financial performance
8.4.4 Recent developments

8.5 Alpine Electronics, Inc.
8.5.1 Company overview
8.5.2 Products and services
8.5.3 Financial performance
8.5.4 Recent development

8.6 Clarion Company, Ltd.
8.6.1 Company overview
8.6.2 Products and services
8.6.3 Financial performance
8.6.4 Recent developments

8.7 Panasonic Corporation
8.7.1 Company overview
8.7.2 Products and services
8.7.3 Financial performance
8.7.4 Recent developments

8.8 Delphi Automotive Plc
8.8.1 Company overview
8.8.2 Products and services
8.8.3 Financial performance
8.8.4 Recent developments

8.9 Robert Bosch GmbH
8.9.1 Company overview
8.9.2 Products and services
8.9.3 Financial performance
8.9.4 Recent developments

8.10 Garmin, Ltd.
8.10.1 Company overview
8.10.2 Products and services
8.10.3 Financial performance
8.10.4 Recent development

List of Tables

TABLE 1 Snapshot - Global market for automotive cockpit electronics, 2013 and 2020
TABLE 2 Drivers for automotive cockpit electronics market: Impact analysis
TABLE 3 Restraints for automotive cockpit electronics market: Impact analysis
TABLE 4 Global automotive cockpit electronics market size, by product segment, 2010 – 2013 (USD million)
TABLE 5 Global automotive cockpit electronics market size, by product segment, 2014 – 2020 (USD million)
TABLE 6 Global automotive information and controls market size, by product segment, 2010 – 2013 (USD million)
TABLE 7 Global automotive information and controls market size, by product segment, 2014 – 2020 (USD million)
TABLE 8 Global automotive infotainment and navigation market size, by product segment, 2010 – 2013 (USD million)
TABLE 9 Global automotive infotainment and navigation market size, by product segment, 2014 – 2020 (USD million)
TABLE 10 Global automotive audio and connectivity market size, by product segment, 2010 – 2013 (USD million)
TABLE 11 Global automotive audio and connectivity market size, by product segment, 2014 – 2020 (USD million)
TABLE 12 North America automotive cockpit electronics market size, by country, 2010 – 2013 (USD million)
TABLE 13 North America automotive cockpit electronics market size, by country, 2014 – 2020 (USD million)
TABLE 14 North America automotive cockpit electronics market size, by product segment, 2010 – 2013 (USD million)
TABLE 15 North America automotive cockpit electronics market size, by product segment, 2014 – 2020 (USD million)
TABLE 16 North America automotive information and controls market size, by product segment, 2010 – 2013 (USD million)
TABLE 17 North America automotive information and controls market size, by product segment, 2014 – 2020 (USD million)
TABLE 18 North America automotive infotainment and navigation market size, by product segment, 2010 – 2013 (USD million)
TABLE 19 North America automotive infotainment and navigation market size, by product segment, 2014 – 2020 (USD million)
TABLE 20 North America automotive audio and connectivity market size, by product segment, 2010 – 2013 (USD million)
TABLE 21 North America automotive audio and connectivity market size, by product segment, 2014 – 2020 (USD million)
TABLE 22 Europe automotive cockpit electronics market size, by country, 2010 – 2013 (USD million)
TABLE 23 Europe automotive cockpit electronics market size, by country, 2014 – 2020 (USD million)
TABLE 24 Europe automotive cockpit electronics market size, by product segment, 2010 – 2013 (USD million)

TABLE 25 Europe automotive cockpit electronics market size, by product segment, 2014 – 2020 (USD million)

TABLE 26 Europe automotive information and controls market size, by product segment, 2010 – 2013 (USD million)

TABLE 27 Europe automotive information and controls market size, by product segment, 2014 – 2020 (USD million)

TABLE 28 Europe automotive infotainment and navigation market size, by product segment, 2010 – 2013 (USD million)

TABLE 29 Europe automotive infotainment and navigation market size, by product segment, 2014 – 2020 (USD million)

TABLE 30 Europe automotive audio and connectivity market size, by product segment, 2010 – 2013 (USD million)

TABLE 31 Europe automotive audio and connectivity market size, by product segment, 2014 – 2020 (USD million)

TABLE 32 Asia Pacific automotive cockpit electronics market size, by country, 2010 – 2013 (USD million)

TABLE 33 Asia Pacific automotive cockpit electronics market size, by country, 2014 – 2020 (USD million)

TABLE 34 Asia Pacific automotive cockpit electronics market size, by product segment, 2010 – 2013 (USD million)

TABLE 35 Asia Pacific automotive cockpit electronics market size, by product segment, 2014 – 2020 (USD million)

TABLE 36 Asia Pacific automotive information and controls market size, by product segment, 2010 – 2013 (USD million)

TABLE 37 Asia Pacific automotive information and controls market size, by product segment, 2014 – 2020 (USD million)

TABLE 38 Asia Pacific automotive infotainment and navigation market size, by product segment, 2010 – 2013 (USD million)

TABLE 39 Asia Pacific automotive infotainment and navigation market size, by product segment, 2014 – 2020 (USD million)

TABLE 40 Asia Pacific automotive audio and connectivity market size, by product segment, 2010 – 2013 (USD million)

TABLE 41 Asia Pacific automotive audio and connectivity market size, by product segment, 2014 – 2020 (USD million)

TABLE 42 Rest of the World automotive cockpit electronics market size, by product segment, 2010 – 2013 (USD million)

TABLE 43 Rest of the World automotive cockpit electronics market size, by product segment, 2014 – 2020 (USD million)

TABLE 44 Rest of the World automotive information and controls market size, by product segment, 2010 – 2013 (USD million)

TABLE 45 Rest of the World automotive information and controls market size, by product segment, 2014 – 2020 (USD million)
TABLE 46 Rest of the World automotive infotainment and navigation market size, by product segment, 2010 – 2013 (USD million)

TABLE 47 Rest of the World automotive infotainment and navigation market size, by product segment, 2014 – 2020 (USD million)

TABLE 48 Rest of the World automotive audio and connectivity market size, by product segment, 2010 – 2013 (USD million)

TABLE 49 Rest of the World automotive audio and connectivity market size, by product segment, 2014 – 2020 (USD million)

TABLE 50 Cockpit electronics product types of Continental AG, by business units

TABLE 51 Financial performance of Denso Corporation in million Japanese Yen (JPY), 2012 - 2014

TABLE 52 Cockpit electronic products of Visteon Corporation

TABLE 53 Cockpit electronic products of Alpine Electronics, Inc.

TABLE 54 Financial performance of Alpine Electronics in million Japanese Yen (JPY), 2012 - 2014

TABLE 55 Cockpit electronic products of Robert Bosch GmbH

List of Figures

FIG. 1 Automotive cockpit electronics market: Porter’s five forces analysis

FIG. 2 Global automotive cockpit electronics market share by value, by region, 2013 and 2020

FIG. 3 New Passenger Car Registrations in the EU, November 2012 – October 2014 (Thousand Units)

FIG. 4 Comparison of New Passenger Car Registrations in the EU by country, January-October 2013-vs – January- October 2014 (Thousand units)

FIG. 5 Global market shares of automotive cockpit electronics companies in 2013, by value

FIG. 6 Competition mapping of automotive cockpit electronics segments across global regions

FIG. 7 Competition mapping of automotive cockpit electronics sub-segments across global regions

FIG. 8 Net revenue and net income of Continental AG, 2011 - 2013 (USD billion)

FIG. 9 Net sales and net income of Denso Corporation, 2012 - 2014 (USD million)

FIG. 10 Net sales and net income of Visteon Corporation, 2012 - 2014 (USD million)

FIG. 11 Net sales and net income of Harman International Industries, Inc., 2012 - 2014 (USD million)

FIG. 12 Net sales and net income of Alpine Electronics, Inc., 2012 - 2014 (USD million)

FIG. 13 Net sales and net income of Clarion Co., Ltd., 2012 - 2014 (USD million)

FIG. 14 Net sales and net profit of Panasonic Corporation, 2012 – 2014 (USD million)

FIG. 15 Net sales and net income of Delphi Automotive Plc, 2011 – 2013 (USD million)

FIG. 16 Net sales and net income of Robert Bosch GmbH, 2011 – 2013 (USD billion)

FIG. 17 Net revenue and net income of Garmin, Ltd., 2011 – 2013 (USD million)
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