Air Filters Market by Type (Intake & Cabin), Filter Media (Intake-Cellulose & Synthetic, Cabin-Particle & Activated Carbon), Vehicle Type (Passenger Car, LCV, HCV, & Off-Highway), Market (OE & Aftermarket), & by Region - Global Forecast to 2020

Description: The function of the intake air filter is to restrict the entry of airborne contaminants in the engine. Cellulose and synthetic are two kinds of filter media commonly used in intake air filters. Cellulose is conventional filter media and is estimated to hold the largest market share; whereas synthetic is emerging technology and is slowly gaining popularity in the market owing to its high filtration efficiency and long service life.

Cabin air filters ensure the supply of clean air in the passenger cabin. Particle filter media are commonly used in cabin air filters and are capable of removing contaminants such as dust, dirt, and pollen. The use of activated carbon in cabin air filters enables the removal of unpleasant odors and harmful exhaust fumes, which could adversely affect passenger health. Particle cabin air filters are estimated to hold the largest share in the automotive air filters market, while activated carbon air filters are projected to grow rapidly in the near future.

The global automotive air filters market is projected to grow at a promising rate. Asia-Oceania is estimated to be the largest market for automotive air filters. This can be attributed to the rising demand for automobiles in the region. Several OEMs are expanding in this region to cater to this demand. North America is projected to be the fastest-growing market for automotive air filters during the forecast period.

This report classifies and defines the global automotive air filters market size, in terms of volume and value. Market size, in terms of volume, is provided in thousand units (’000 units) from 2013 to 2020, whereas the market size, in terms of value, is provided USD Million. This report also provides qualitative data about automotive air filters.

The report includes a comprehensive review of market drivers, restraints, opportunities, challenges, and key issues in the global automotive air filters market. The key players in the market have been identified and profiled. Apart from quantitative analysis of these markets, the report also covers qualitative aspects such as value chain analysis, PEST analysis, and Porter’s Five Forces analysis for the global automotive air filters market.

Reasons to Buy the Report:

This report focuses on various levels of analysis, including industry analysis (industry trends, Porters Five Forces, and PEST analysis), value chain analysis, market share analysis of top players, and company profiles. These together comprise and discuss the basic views on the emerging and high-growth segments of the automotive air filters market, competitive landscape, drivers, restraints, opportunities, challenges, high-growth regions, countries and their respective regulatory policies, and government initiatives. It also includes a separate section which provides insights about supplier data analysis.

The report would enable both, new entrants/smaller firms and established firms to understand the market, which would in turn, help them to acquire a larger market share. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, market development, product development/innovation, market diversification, and competitive assessment) to strengthen their position in the market.

The report provides insights with reference to the following points:

- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for automotive air filters across regions
- Product Development/Innovation: Detailed insights into R&D activities, upcoming technologies, and new product launches in the global automotive air filters market
- Market Diversification: Detailed information about untapped markets, investments, new products, and recent developments in the global automotive air filters market
Competitive Assessment: In-depth assessment of strategies, products, manufacturing capabilities of leading players, and their market shares in the global automotive air filter market.

Contents:
1 Introduction
  1.1 Objectives
  1.2 Market Definition
  1.3 Market Scope
  1.3.1 Markets Covered
  1.3.2 Years Considered For The Study
  1.4 Currency
  1.5 Package Size
  1.6 Limitations
  1.7 Stakeholders

2 Research Methodology
  2.1 Research Data
  2.2 Secondary Data
    2.2.1 Key Secondary Sources
  2.3 Data From Secondary Sources
  2.4 Primary Data
    2.4.1 Sampling Techniques & Data Collection Methods
    2.4.2 Primary Participants
  2.5 Factor Analysis
    2.5.1 Introduction
    2.5.2 Demand Side Analysis
      2.5.2.1 Increasing Vehicle Production In Developing Countries
      2.5.2.2 Impact Of Gdp On Commercial Vehicle Production
      2.5.2.3 Infrastructure: Roadways
    2.5.3 Supply Side Analysis
      2.5.3.1 Influence Of Factors Such As Emission Norms And Regulations
  2.6 Market Size Estimation
  2.7 Data Triangulation
  2.8 Assumptions

3 Executive Summary
  3.1 Introduction

4 Premium Insights

5 Market Overview
  5.1 Introduction
  5.1 Market Segmentation
  5.2 Market Dynamics
    5.2.1 Increasing Vehicle Production And Parc
    5.2.2 Stringent Emission Norms And Growing Health Concerns
    5.2.3 Rising Demand For Cabin Comfort Systems
    5.2.4 Long Service Intervals Affecting Aftermarket
    5.2.5 Reluctance To Replace Air Filters
    5.2.6 Increased Miles Driven Per Year
    5.2.7 Non-Serviceable Air Filters
    5.2.8 Use Of Nanofiber Filter Media
    5.2.9 Challenges
    5.2.10 Unorganized Aftermarket
    5.2.11 Low-Cost, High-Performance Air Filters
    5.3 Burning Issue
    5.3.1 Changes In Consumer Preferences
    5.4 Porter’s Five Forces Analysis
      5.4.1 Threat Of New Entrants
      5.4.2 Threat Of Substitutes
5.4.3 Bargaining Power Of Suppliers
5.4.4 Bargaining Power Of Buyers
5.4.5 Intensity Of Competitive Rivalry
5.5 Value Chain Analysis
5.5.1 Average Oe Selling Price (Asp) Analysis
5.6 Supply Chain Analysis
5.7 Product Life Cycle
5.8 Technology Roadmap
5.8.1 Future Technologies
5.8.1.1 Nano Technology In Air Filtration
5.8.1.2 Non-Serviceable Air Filters

6 Automotive Air Filters Market, By Filter Media
6.1 Introduction
6.2 Automotive Intake Air Filters Market
6.2.1 Automotive Cellulose Intake Air Filters Market, By Region
6.2.2 Automotive Synthetic Intake Air Filters Market, By Region
6.3 Automotive Cabin Air Filters Market
6.3.1 Automotive Particle Cabin Air Filters Market, By Region
6.3.2 Automotive Activated Carbon Cabin Air Filters Market, By Region

7 Off-Highway Vehicle Air Filters Market
7.1 Introduction
7.2 Agricultural Tractors
7.2.1 Introduction
7.3 Construction Equipment
7.3.1 Introduction

8 Automotive Air Filters Aftermarket
8.1 Introduction
8.2 Intake Air Filters Aftermarket
8.2.1 Passenger Car Intake Air Filters Aftermarket, By Region
8.2.2 Commercial Vehicle Intake Air Filters Aftermarket, By Region
8.3 Cabin Air Filters Aftermarket
8.3.1 Passenger Car Cabin Air Filters Aftermarket, By Region
8.3.2 Commercial Vehicle Cabin Air Filters Aftermarket, By Region

9 Automotive Oe Air Filters Market, By Region
9.1 Introduction
9.2 Pest Analysis
9.2.1 Political Factors
9.2.1.1 Asia-Oceania
9.2.1.2 Europe
9.2.1.3 North America
9.2.1.4 Row
9.2.2 Economic Factors
9.2.2.1 Asia-Oceania
9.2.2.2 Europe
9.2.2.3 North America
9.2.2.4 Row
9.2.3 Social Factors
9.2.3.1 Asia-Oceania
9.2.3.2 Europe
9.2.3.3 North America
9.2.3.4 Row
9.2.4 Technological Factors
9.2.4.1 Asia-Oceania
9.2.4.2 Europe
9.2.4.3 North America
9.2.4.4 Row
9.3 Automotive Oe Air Filters Market, By Region
9.4 Asia-Oceania
9.4.1 China
9.4.2 Japan
9.4.3 South Korea
9.4.4 India
9.4.5 Rest Of Asia-Oceania
9.5 Europe
9.5.1 Germany
9.5.2 France
9.5.3 U.K.
9.5.4 Rest Of Europe
9.6 North America
9.6.1 U.S.
9.6.2 Mexico
9.6.3 Canada
9.7 Row
9.7.1 Brazil
9.7.2 Russia
9.7.3 Others

10 Competitive Landscape
10.1 Overview
10.2 Market Share Analysis, Automotive Air Filters Market
10.3 Competitive Situation & Trends
10.4 Battle For Market Share: Expansion Was The Key Strategy
10.5 Expansions
10.6 New Product Launches & Developments
10.7 Mergers & Acquisitions
10.8 Agreements, Partnerships, Collaborations, & Joint Ventures

11 Company Profiles
(Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)*
11.1 Introduction
11.2 Mann+Hummel Group
11.3 Sogefi S.P.A.
11.4 Affinia Group Inc.
11.5 Mahle Group
11.6 Donaldson Company, Inc.
11.7 Ahlstrom Corporation
11.8 Denso Corporation
11.9 Acdelco Corporation
11.10 Hengst Se & Co. KG
11.11 Cummins Inc.
*Details On Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments Might Not Be Captured In Case Of Unlisted Companies.

12 Appendix
12.1 Insights Of Industry Experts
12.2 Discussion Guide
12.3 Other Developments
12.4 Introducing Rt: Real Time Market Intelligence
12.5 Available Customizations
12.5.1 Regional Analysis
12.5.2 Two-Wheeler Intake Air Filters Market
12.5.3 Company Information
12.6 Related Reports

List Of Tables
Table 1 Economic Factor Analysis
Table 2 Key Suppliers: Who Supplies To Whom
Table 3 Odor Thresholds In-Vehicle Concentrations
Table 4 Automotive Air Filters: Value Chain
Table 5 Asp Analysis Of Intake Air Filters, 2014 (USD)
Table 6: Asp Analysis Of Cabin Air Filters, 2014 (USD)
Table 7: Global Automotive Air Filters Market, By Filter And Media Type, 2013–2020 (’000 Units)
Table 8: Automotive Intake Air Filters Market, By Region, 2013–2020 (’000 Units)
Table 9: Automotive Cellulose Intake Air Filters Market, By Region, 2013–2020 (’000 Units)
Table 10: Automotive Synthetic Intake Air Filters Market, By Region, 2013–2020 (’000 Units)
Table 11: Automotive Cabin Air Filters Market, By Region, 2013–2020 (’000 Units)
Table 12: Automotive Particle Cabin Air Filters Market, By Region, 2013–2020 (’000 Units)
Table 13: Automotive Activated Carbon Cabin Air Filters Market, By Region, 2013–2020 (’000 Units)
Table 14: Global Off-Highway Vehicle Air Filters Market Size, By Filter Type, 2013–2020 (’000 Units)
Table 15: Global Off-Highway Vehicle Air Filters Market Size, By Filter Type, 2013–2020 (USD Million)
Table 16: Agricultural Tractor Air Filters Market Size, By Region And Filter Type, 2013–2020 (’000 Units)
Table 17: Agricultural Tractor Air Filters Market Size, By Region, 2013–2020 (USD Million)
Table 18: Construction Equipment Air Filters Market Size, By Region And Filter Type, 2013–2020 (’000 Units)
Table 19: Construction Equipment Air Filters Market Size, By Region And Filter Type, 2013–2020 (USD Million)
Table 20: Automotive Air Filters Aftermarket Size, By Filter Type, 2013–2020 (’000 Units)
Table 21: Automotive Air Filters Aftermarket Size, By Filter Type, 2013–2020 (USD Million)
Table 22: Automotive Intake Air Filters Aftermarket Size, By Vehicle Type, 2013–2020 (’000 Units)
Table 23: Automotive Intake Air Filters Aftermarket Size, By Vehicle Type, 2013–2020 (USD Million)
Table 24: Passenger Car Intake Air Filters Aftermarket Size, By Region, 2013–2020 (’000 Units)
Table 25: Passenger Car Intake Air Filters Aftermarket Size, By Region, 2013–2020 (USD Million)
Table 26: Commercial Vehicle Intake Air Filters Aftermarket Size, By Region, 2013–2020 (’000 Units)
Table 27: Commercial Vehicle Intake Air Filters Aftermarket Size, By Region, 2013–2020 (USD Million)
Table 28: Automotive Cabin Air Filters Aftermarket Size, By Vehicle Type, 2013–2020 (’000 Units)
Table 29: Automotive Cabin Air Filters Aftermarket Size, By Vehicle Type, 2013–2020 (USD Million)
Table 30: Passenger Car Cabin Air Filters Aftermarket Size, By Region, 2013–2020 (’000 Units)
Table 31: Passenger Car Cabin Air Filters Aftermarket Size, By Region, 2013–2020 (USD Million)
Table 32: Commercial Vehicle Cabin Air Filters Aftermarket Size, By Region, 2013–2020 (’000 Units)
Table 33: Commercial Vehicle Cabin Air Filters Aftermarket Size, By Region, 2013–2020 (USD Million)
Table 34: Global Automotive Air Filters Market, By Region, 2013–2020 (’000 Units)
Table 35: Global: Automotive Air Filters Market Size By Region, 2013–2020, (USD Million)
Table 36: Asia-Oceania: Automotive Air Filters Market Size, By Filter Type, 2013–2020 (’000 Units)
Table 37: Asia-Oceania: Automotive Air Filters Market Size, By Filter Type, 2013–2020 (USD Million)
Table 38: China: Automotive Air Filters Market Size, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 39: China: Automotive Air Filters Market Size, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 40: Japan: Automotive Air Filters Market Size, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 41: Japan: Automotive Air Filters Market Size, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 42: South Korea: Automotive Air Filters Market Size, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 43: South Korea: Automotive Air Filters Market Size, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 44: India: Automotive Air Filters Market Size, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 45: India: Automotive Air Filters Market Size, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 46: Rest Of Asia-Oceania: Automotive Air Filters Market Size, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 47 Rest Of Asia-Oceania: Automotive Air Filters Market Size, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 48 European Automotive Air Filters Market, By Filter Type, 2013–2020 (’000 Units)
Table 49 Europe: Automotive Air Filters Market, By Filter Type, 2013–2020 (USD Million)
Table 50 Germany: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 51 Germany: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 52 France: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 53 France: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 54 U.K.: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 55 U.K.: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 56 Rest Of Europe: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 57 Rest Of Europe: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 58 North America: Automotive Air Filters Market, By Filter Type, 2013–2020 (’000 Units)
Table 59 North America: Automotive Air Filters Market, By Filter Type, 2013–2020 (USD Million)
Table 60 U.S.: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 61 U.S.: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 62 Mexico: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 63 Mexico: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 64 Canada: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 65 Canada: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 66 Row: Automotive Air Filters Market, By Filter Type, 2013–2020 (’000 Units)
Table 67 Row: Automotive Air Filters Market, By Filter Type, 2013–2020 (USD Million)
Table 68 Brazil: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 69 Brazil: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 70 Russia: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 71 Russia: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 72 Others: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (’000 Units)
Table 73 Others: Automotive Air Filters Market, By Vehicle & Filter Type, 2013–2020 (USD Million)
Table 74 Expansions, 2014
Table 75 New Product Launches & Developments, 2014–2015
Table 76 Mergers & Acquisitions, 2012–2015
Table 77 Agreements, Partnerships, Collaborations, & Joint Ventures, 2011–2015

List Of Figures

Figure 1 Automotive Air Filters Market: Markets Covered
Figure 2 Research Design
Figure 3 Research Methodology Model
Figure 4 Breakdown Of Primary Interviews: By Company Type, Designation, & Region
Figure 5 Significant Growth In Global Vehicle Production, 2010–2014
Figure 6 Gross Domestic Product Vs. Commercial Vehicle Production
Figure 7 Roadways Infrastructure: Road Network (Km), By Country, 2011
Figure 8 Air Filters Market Size Estimation, By Type : Bottom-Up Approach
Figure 9 Air Filters Aftermarket Size Estimation, By Type : Bottom-Up Approach
Figure 10 Air Filters Market Size Estimation, By Media Type: Top-Down Approach
Figure 11 Asia-Oceania Is Projected To Be The Largest Market, By Value, For Intake And Cabin Air Filters
Figure 12 China: The Largest Market For Automotive Cabin Air Filters
Figure 13 Off-Highway Vehicle Air Filters Market: Intake Air Filters Are Projected To Be The Largest Market, By Value
Figure 14 Automotive Intake Air Filters Market: Cellulose Intake Air Filters Are Estimated To Constitute The Largest Market, By Volume
Figure 15 Automotive Cabin Air Filters Market: Asia-Oceania And Europe Estimated To Be The Largest Markets, By Volume, For Particle And Activated Carbon Cabin Air Filters Respectively In 2015
Figure 16 Automotive Air Filters Aftermarket: The Cabin Air Filters Market Is Projected To Grow At A Promising Cagr Of 7.39% From 2015 To 2020
Figure 17 The Passenger Car Segment & Asia-Oceania Region Are Estimated To Dominate The Automotive Air Filters Market In 2015
Figure 18 India & China To Be The Fastest-Growing Automotive Air Filters Markets From 2015 To 2020
Figure 19 The Passenger Car Segment Is Estimated To Dominate The Automotive Air Filters Market In 2015
Figure 20 North America Is Estimated To Have The Largest Automotive Air Filters Aftermarket In 2015
Figure 21 Automotive Air Filter Media Market, By Volume: Snapshot
Figure 22 Off-Highway Vehicle Air Filters Market: Agricultural Tractors Are Projected To Hold The Largest Share
Figure 23 Top 4 Countries To Account For Around 64.3% Of The Automotive Air Filters Market Size, By Value, 2015–2020
Figure 24 Automotive Air Filters: Market Dynamics
Figure 25 Global Vehicle Production And Vehicle Parc (2013–2020)
Figure 26 Declining Emission Limits In Euro Emission Standards
Figure 27 Global Average Miles Driven Per Year
Figure 28 Porter'S Five Forces Analysis
Figure 29 Automotive Air Filters: Value Chain Analysis
Figure 30 Automotive Air Filters: Supply Chain Analysis
Figure 31 Automotive Intake Air Filters: Product Life Cycle
Figure 32 Automotive Cabin Air Filters: Product Life Cycle
Figure 33 Technology Roadmap For Automotive Air Filters
Figure 34 Global Automotive Air Filters Market, By Filter And Media Type, 2015-E
Figure 35 Global Off-Highway Air Filters Market, 2015–E (USD Million)
Figure 36 Asia-Oceania To Lead Global Tractor Production ('000 Units)
Figure 37 Agricultural Tractor Air Filters Market, By Region, 2015–2020 (USD Million)
Figure 38 Construction Equipment Air Filters Market, By Region And Filter Type, 2015–2020 (USD Million)
Figure 39 Automotive Air Filters Aftermarket: The Cabin Air Filters Market, By Value, Is Projected To Grow At A Promising Cagr From 2015 To 2020
Figure 40 Intake Air Filters Aftermarket : Passenger Cars Are Estimated To Hold The Largest Market Share, By Value
Figure 41 Passenger Car Cabin Air Filters Aftermarket: Asia-Oceania Is Projected To Grow At The Highest Cagr From 2015 To 2020
Figure 42 Automotive Air Filters Market Snapshot, By Region, (USD Million)
Figure 43 Asia-Oceania Market Snapshot (2015): Largest Market For Automotive Air Filters
Figure 44 North America: Fastest-Growing Market For Automotive Air Filters
Figure 45 Companies Adopted Regional Expansion As The Key Growth Strategy, 2010–2015
Figure 46 Sogefi S.P.A Grew At The Fastest Rate, 2009-2014
Figure 47 Automotive Air Filters Market Share, By Key Player, 2014
Figure 48 Regional Expansion Was The Key Strategy Adopted By Market Players
Figure 49 Regional Revenue Mix Of The Top 5 Market Players
Figure 50 Competitive Benchmarking Of Key Market Players (2009-2014)
Figure 51 Mann+Hummel Group: Company Snapshot
Figure 52 Mann+Hummel: SWOT Analysis
Figure 53 Sogefi S.P.A.: Company Snapshot
Figure 54 Sogefi S.P.A.: SWOT Analysis
Figure 55 Affinia Group Inc.: Company Snapshot
Figure 56 Affinia Group Inc.: SWOT Analysis
Figure 57 Company Snapshot: Mahle Group
Figure 58 Mahle Gmbh: SWOT Analysis
Figure 59 Donaldson Company, Inc.: Company Snapshot
Figure 60 Donaldson Company, Inc.: SWOT Analysis
Figure 61 Ahlstrom Corporation: Company Snapshot
Figure 62 Denso Corporation: Company Snapshot
Figure 63 Cummins Inc.: Company Snapshot

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