Automotive Airbags - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Automotive Air Bags in Thousand Units by the following Product Segments: Front-Impact Driver Air Bags, Front-Impact Passenger Air Bags, Side-Impact Air Bags, and Other Automotive Air Bags.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World. Annual estimates and forecasts are provided for the period 2013 through 2020. Also, a seven-year historic analysis is provided for these markets.

Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 11 companies including many key and niche players such as:

- Autoliv
- Denso Corporation
- Key Safety Systems, Inc.
- Takata Corporation
- Toyoda-Gosei Co., Ltd.

Contents: I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study
Front-Impact Airbags
Side Impact Airbags
Other Airbags

II. EXECUTIVE SUMMARY

1. MARKET OVERVIEW

Auto Parts, Components & Accessories Market
Evolution
Table 1: Global Market for Auto Parts & Accessories (2013): Percentage Share Breakdown of Revenue by Product Segment (includes corresponding Graph/Chart)
Automotive Safety Systems
Fast Gaining Ground in Automotive Parts & Components Industry
Airbags: Safety Systems that Act as 'Life Savers' During High Speed Collisions
Key Factors Influencing Market Growth
Market Scenario
The Impact of 2007-2009 Economic Recession in Retrospect
Market Springs Back to Normalcy in 2010
Global Market Once Again Tested in 2012 & 2013
European Auto Industry Reels Under Pressure of Euro Debt Crisis
Hurts Demand for Airbags
Table 2: Breakdown of Gross Government Debt as Percentage of GDP for the Year 2012 by Country (includes corresponding Graph/Chart)
Table 3: European Automobile Market: Plant Capacity Utilization for the Years 2007, 2010, 2011 & 2012 (includes corresponding Graph/Chart)
Table 4: European Automotive Market (2011): Estimated Percentage of Plant Capacity Utilization by Leading Players (includes corresponding Graph/Chart)
2013: A Disappointing Year for Indian Market

Improvement in Global GDP Performance Encourages Optimistic Forecasts for Year 2014 & Beyond

Table 5: World Real GDP Growth Rates in % (2012 through 2015F): Breakdown by Country (includes corresponding Graph/Chart)
Table 6: World GDP (2013): Percentage Share Breakdown of Nominal GDP Value by Country (includes corresponding Graph/Chart)
Table 7: Business Climate Indicator in the Eurozone Area for the Year 2013 & 2014: Breakdown by Month (includes corresponding Graph/Chart)
Table 8: US Revisions of Debt Ceiling Limit (In US$ Billion) for the Years 2002-2014 (includes corresponding Graph/Chart)

Market Outlook

Competitive Scenario

Table 9: Leading Players in Global Airbags, Seatbelts & Related Electronics Market (2012): Percentage Share Breakdown of sales for Autoliv, Takata, TRW and Others (includes corresponding Graph/Chart)

2. MARKET TRENDS, GROWTH DRIVERS & ISSUES

Projected Rise in Vehicle Demand & Subsequent Rise in Production Bodes Well for Automotive Airbags Market

Opportunity Indicators

Table 10: Global Automotive Market: Breakdown of Unit Sales (in ‘000s) for Passenger Cars and Commercial Vehicles for the Years 2013, 2015 & 2018 (includes corresponding Graph/Chart)
Table 11: Global Automotive Market: Breakdown of Units Produced (in ‘000s) for Passenger Cars and Commercial Vehicles for the Years 2013, 2015 & 2018 (includes corresponding Graph/Chart)

Growing Consumer Awareness in Safety Equipment Drive Demand for Airbags

Growing Adoption of In-Vehicle Safety Systems by Auto Manufacturers as a Key Differentiating Factor Augurs Well for the Market

Safety Regulations Lend Traction to Automotive Airbags Market

New Airbag Modules to Lend Traction in the Coming years

Studies Prove Effectiveness of Side Impact Airbags

Curtain Air Bag System

Growing Demand for Rollover-Safety Systems

Australian vs. American Airbags

An Example of Product Diversity

New Product Developments

The Ongoing Saga

New Air Bag Solutions

Bumper Airbags

Airbag Safe Infant Seat (ASIS)

Advanced Restraint System (ARS)

BSRS Restraint Systems

Remote Firing System

Rear Impact Air Bag Protection System

Tailorable Occupant Protection System

Sensor Air Bag System

Smart Airbags for Smart Cars

Features of a Futuristic Smart System

Sodium Azide: The Key Chemical Used in Airbags

Component Integration Drives Companies Towards Vertical Integration

Developing Markets to Turbo-Charge Growth in Airbags Market

Issues & Challenges

Concerns Over Injuries & Deaths Due to Faulty Airbags

Growing Number of Product Recalls

Cause for Concern

Disabling Airbags: An Emerging Market

To Deactivate or Not

An Ongoing Controversy

Depowered Airbags

Designed to Save Children

Saturation for Frontal Airbags in the US and Western Europe

Supplier Industry Structure

Role Shift Results in New Configuration

A Strategic Insight
Tier-1 Suppliers
Current Scenario
Options
Implications
Tier-2 and Tier-3 Suppliers
Growth Strategy
Supplier Recognition
Does Size Matter?

3. AIRBAG INDUSTRY A HISTORIC REVIEW

A Chronology of Airbag Market Development

4. PRODUCT OVERVIEW

Segmentation Based on Size
Table 12: Airbag Size of US & Europe (In Liters)
Components of an Airbag
Crash Sensors
Electromechanical Sensors
Electronic Sensors
Airbag Module
Bag Pack
Inflator
Gas Generant
Compressed Gas
Solids
Hybrids
Next Generation
Initiator
Filters
Segmentation Based on Deployment
Frontal Impact Airbags
Side Impact Airbags
Other Airbags

5. RECENT INDUSTRY ACTIVITY

Takata to Commence Production of Airbags in Miskolc
TRW Automotive Commences Production of Roof Airbags
TRW to Establish Airbag Sewing Factory in Romania
Littelfuse Takes Over Hamlin
INVISTA Increases Manufacturing Capacity of Airbag Fiber Plant in Shanghai
Autoliv Constructs New Airbag Manufacturing Facility in Bangkok
Key Safety Systems Partners with Maserati
Takata Establishes New Facility in Ulyanovsk
Volvo Launches New Airbag Technology
Volvo to Discontinue Use of Pedestrian Airbags
Jordan Company to Take Over Sequa Automotive Group
N.I. Teijin Airbag Fabric (Nantong) Commences Airbag Fabric Production
RTSSL to Establish New Airbag Manufacturing Plant in Chennai
Volvo Plans to Introduce Pedestrian Airbag System
Autoliv Introduces New Eco-Friendly Airbag Inflator

6. FOCUS ON SELECT GLOBAL PLAYERS

Autoliv (Sweden)
Denso Corporation (Japan)
Key Safety Systems, Inc. (US)
Takata Corporation (Japan)
Toyoda-Gosei Co., Ltd. (Japan)
TRW Automotive Holdings Corp. (US)
7. GLOBAL MARKET PERSPECTIVE

Table 13: World Recent Past, Current & Future Analysis for Automotive Airbags by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020
(includes corresponding Graph/Chart)
Table 14: World Historic Review for Automotive Airbags by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012
(includes corresponding Graph/Chart)
Table 15: World 15-Year Perspective for Automotive Airbags by Geographic Region
Percentage Breakdown of Unit Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
Table 16: World Recent Past, Current & Future Analysis for Front-Impact Driver Airbags by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020
(includes corresponding Graph/Chart)
Table 17: World Historic Review for Front-Impact Driver Airbags by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012
(includes corresponding Graph/Chart)
Table 18: World 15-Year Perspective for Front-Impact Driver Airbags by Geographic Region
Percentage Breakdown of Unit Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
Table 19: World Recent Past, Current & Future Analysis for Front-Impact Passenger Airbags by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020
(includes corresponding Graph/Chart)
Table 20: World Historic Review for Front-Impact Passenger Airbags by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012
(includes corresponding Graph/Chart)
Table 21: World 15-Year Perspective for Front-Impact Passenger Airbags by Geographic Region
Percentage Breakdown of Unit Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
Table 22: World Recent Past, Current & Future Analysis for Side-Impact Airbags by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020
(includes corresponding Graph/Chart)
Table 23: World Historic Review for Side-Impact Airbags by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012
(includes corresponding Graph/Chart)
Table 24: World 15-Year Perspective for Side-Impact Airbags by Geographic Region
Percentage Breakdown of Unit Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
Table 25: World Recent Past, Current & Future Analysis for Other Automotive Airbags by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020
(includes corresponding Graph/Chart)
Table 26: World Historic Review for Other Automotive Airbags by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012
(includes corresponding Graph/Chart)
Table 27: World 15-Year Perspective for Other Automotive Airbags by Geographic Region
Percentage Breakdown of Unit Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

III. MARKET

1. UNITED STATES
A. Market Analysis
Current & Future Analysis
Market in Recent Past
Table 28: US Revisions of Debt Ceiling Limit (In US$ Billion) for the Years 2002-2014 (includes corresponding Graph/Chart)

Outlook
New Airbag Modules to Drive Growth
Role of Government and Regulatory Authorities
NHTSA Rules
A Boon for Airbag Manufacturers
Crash Test Requirements to Enhance the Protection for Children, Infants and Others Against Fatalities due to Airbag
Shifting of Manufacturing to Low-Cost Destinations Hurting Business Prospects in Domestic Market
Strategic Corporate Developments
Select Players

B. Market Analytics
Table 29: US Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 30: US Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 31: US 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags, and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

2. CANADA
A. Market Analysis
Current & Future Analysis
B. Market Analytics
Table 32: Canadian Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 33: Canadian Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 34: Canadian 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags, and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

3. JAPAN
A. Market Analysis
Current & Future Analysis
Penetration Levels of Airbags
Japanese Market Declines in 2011
2013 Yet Another A Challenging Year for the Market
Select Players
B. Market Analytics
Table 35: Japanese Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 36: Japanese Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 37: Japanese 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags, and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

4. EUROPE

A. Market Analysis
Current & Future Analysis
Automotive Airbags Market
An Insight
B. Market Analytics
Table 38: European Recent Past, Current & Future Analysis for Automotive Airbags by Geographic Region France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 39: European Historic Review for Automotive Airbags by Geographic Region France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 40: European Recent Past, Current & Future Analysis for Automotive Airbags by Type Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 41: European Historic Review for Automotive Airbags by Type Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 42: European 15-Year Perspective for Automotive Airbags by Geographic Region Percentage Breakdown of Unit Sales for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
Table 43: European 15-Year Perspective for Automotive Airbags by Type Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags, and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

4a. FRANCE
A. Market Analysis
Current & Future Analysis
B. Market Analytics
Table 44: French Recent Past, Current & Future Analysis for Automotive Airbags by Type Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 45: French Historic Review for Automotive Airbags by Type Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 46: French 15-Year Perspective for Automotive Airbags by Type Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags, and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

4b. GERMANY
A. Market Analysis
Current & Future Analysis
A Review of German Automobile Market
Automotive Airbags Market
An Overview
B. Market Analytics
Table 47: German Recent Past, Current & Future Analysis for Automotive Airbags by Type Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 48: German Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 49: German 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags, and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
4c. ITALY
A. Market Analysis
Current & Future Analysis
Strategic Corporate Development
B. Market Analytics
Table 50: Italian Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 51: Italian Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 52: Italian 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags, and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
4d. UNITED KINGDOM
A. Market Analysis
Current & Future Analysis
Auto Parts and Components Industry
An Overview
B. Market Analytics
Table 53: UK Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 54: UK Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 55: UK 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags, and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
4e. SPAIN
A. Market Analysis
Current & Future Analysis
B. Market Analytics
Table 56: Spanish Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 57: Spanish Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 58: Spanish 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags, and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
4f. RUSSIA
A. Market Analysis
Current & Future Analysis
Strategic Corporate Development
B. Market Analytics
Table 59: Russian Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 60: Russian Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 61: Russian 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags, and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

4g. REST OF EUROPE
A. Market Analysis
Current & Future Analysis
Strategic Corporate Developments
AutoLiv (Sweden)
A Key Player
B. Market Analytics
Table 62: Rest of Europe Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 63: Rest of Europe Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 64: Rest of Europe 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags, and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC
A. Market Analysis
Current & Future Analysis
Asia-Pacific Continues to be the Growth Engine of Automotive Market
Automotive Airbags
A Market Primer
B. Market Analytics
Table 65: Asia-Pacific Recent Past, Current & Future Analysis for Automotive Airbags by Geographic Region
China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 66: Asia-Pacific Historic Review for Automotive Airbags by Geographic Region
China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 67: Asia-Pacific 15-Year Perspective for Automotive Airbags by Geographic Region
Percentage Breakdown of Unit Sales for China, India and Rest of Asia-Pacific Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
Table 68: Asia-Pacific Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 69: Asia-Pacific Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 70: Asia-Pacific 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
5a. CHINA
A. Market Analysis
Current & Future Analysis
Overview
Strategic Corporate Developments

B. Market Analytics
Table 71: Chinese Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 72: Chinese Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)

Table 73: Chinese 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

5b. INDIA
A. Market Analysis
Current & Future Analysis
After Temporary Decline in 2013, Indian Automotive Airbags Market to Witness Steady Rise in Demand
Strategic Corporate Development

B. Market Analytics
Table 74: Indian Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 75: Indian Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)

Table 76: Indian 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

5c. REST OF ASIA-PACIFIC
A. Market Analysis
Current & Future Analysis
A Look into Market Prospects in Singapore
Strategic Corporate Development

B. Market Analytics
Table 77: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 78: Rest of Asia-Pacific Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)

Table 79: Rest of Asia-Pacific 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

6. LATIN AMERICA
A. Market Analysis
Current & Future Analysis
Implementation of Vehicle Safety Regulations to Drive Demand for Airbags

B. Market Analytics
Table 80: Latin American Recent Past, Current & Future Analysis for Automotive Airbags by Geographic Region
Brazil and Rest of Latin America Markets Independently Analyzed with Annual Sales Figures in Thousand
Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 81: Latin American Historic Review for Automotive Airbags by Geographic Region
Brazil and Rest of Latin America Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)

Table 82: Latin American 15-Year Perspective for Automotive Airbags by Geographic Region
Percentage Breakdown of Unit Sales for Brazil and Rest of Latin America Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

Table 83: Latin American Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 84: Latin American Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)

Table 85: Latin American 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

6a. BRAZIL
A. Market Analysis
Current & Future Analysis
B. Market Analytics
Table 86: Brazilian Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 87: Brazilian Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)

Table 88: Brazilian 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

6b. REST OF LATIN AMERICA
A. Market Analysis
Current & Future Analysis
B. Market Analytics
Table 89: Rest of Latin American Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 90: Rest of Latin American Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)

Table 91: Rest of Latin American 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

7. REST OF WORLD
A. Market Analysis
Current & Future Analysis
B. Market Analytics
Table 92: Rest of World Recent Past, Current & Future Analysis for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 93: Rest of World Historic Review for Automotive Airbags by Type
Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive
Airbag Markets Independently Analyzed with Annual Sales Figures in Thousand Units for the Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 94: Rest of World 15-Year Perspective for Automotive Airbags by Type
Percentage Breakdown of Unit Sales for Front-Impact Driver Airbags, Front-Impact Passenger Airbags, Side-Impact Airbags and Other Automotive Airbag Markets for the Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 11 (including Divisions/Subsidiaries 14)
The United States (3)
Japan (5)
Europe (2)
Rest of Europe (2)
Asia-Pacific (Excluding Japan) (4)

Ordering: 
Order Online - http://www.researchandmarkets.com/reports/338751/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

| Product Name: | Automotive Airbags - Global Strategic Business Report |
| Web Address: | http://www.researchandmarkets.com/reports/338751/ |
| Office Code: | SCBRRK9J |

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 4950</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6930</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users:</td>
<td>USD 9405</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 15 Users:</td>
<td>USD 11880</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  
Mr ☐  Mrs ☐  Dr ☐  Miss ☐  Ms ☐  Prof ☐

First Name:  
Last Name:

Email Address: *  
Job Title:

Organisation:

Address:

City:

Postal / Zip Code:

Country:

Phone Number:

Fax Number:

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets, Guinness Center, Taylors Lane, Dublin 8, Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.

If you have a Marketing Code please enter it below:
Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World