
Description: The market for adaptive front lighting in North America is expected to reach $1.01 billion by the end of 2020 from $XXX billion in 2015. North America is expected to be the largest market for Adaptive Front Lighting during the forecast period. The stringency in the automotive safety applications in North America in compliance to CAFÉ and NHTSA standards would foster the growth of the market significantly. However, the growth in the automotive front lighting technologies has not been as rampant like the European and Asia Pacific countries. The ALS optimizes the distribution of light from the headlights according to the changing driving and road circumstances. Lexus RX300 is one of the first vehicle to adopt ALS system. Adaptive automotive technologies provide drivers with a safer and more precise driving experience.

The system provides an optimized vision to the driver during the night and other poor-sight conditions of the road by adapting the headlight angle and providing the required intensity of the light. The reduction in the cost of these systems would make it more lucrative driver assistant safety systems. US and Canada are the leading countries in the North America ALS market. Fatal traffic accident rates in US on curved and dimmed light roads coupled with limited flexibility of the static head light systems, are some of the major drivers propelling the growth of the North America adaptive lighting system market. These systems emit white or amber light in the countries of the region, unlike other countries where white is the mandated colour for automotive lighting systems.

Social organisation estimates that the adaptive headlights could help to prevent the bulk of night-time crashes. BMW recently has developed its own adaptive lighting system and launched the new 5 series, employing this technology. Buick's adaptive headlights are available on the Regal and LaCrosse. In addition Cadillac's adaptive headlights are available on the LTS, XTS, ATS, CTS, and ELR Hybrid model. Land Rover's adaptive headlights are also available on the Range Rover, Ranger Rover Sport, and Range Rover Evoque. Since adaptive headlights also reduce glare for oncoming traffic and pedestrians, the adoption of ALS as safety systems has increased significantly even across mid-price segment vehicles in North America. Development of projector lamp systems, along with the improvement in the sensor technology would drive the growth of the market significantly in the region.

The market for adaptive front lighting by application has significant adoption in the aftermarket, with a share of around 45% in the market in North America by 2020. Among vehicle type, the luxury vehicles has the highest application and would continue to grow at a reasonable rate. However sports vehicles would have the highest growth rate in the vehicle type for North America. Hyundai, Audi, Volvo, Volkswagen are some of the popular OEMs who have adopted ALS comprehensively in their premium vehicle offerings in North America. North American Lighting Inc, Stanley Electric U.S. Co., Valeo Sylvania Automotive Lighting Systems, ZKW Group and HELLA KgA Hueck & Co. are some of the key players in the manufacture of these systems.

What The Report Offers:

Market Definition along with identification of key drivers and restraints for the market.
Market analysis with country specific assessments and competition analysis in the North America ALS market.
Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market on the regional scale and at the country level.
Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.

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