
Description:
The market for automotive steering sensors in Asia-Pacific is estimated to grow at a CAGR of 14.44% till 2020. This market in Asia-Pacific is expected to grow at a highest pace in the global market. The use of sensors in automotive industry has rapidly increased in the last few decades especially in this part of the world. With the increase in safety norms in countries like Thailand, Korea, China, and India, the relevance for the adoption of steering sensors has significantly increased for the last 3 years, especially in the passenger car segment.

The steering position sensor's function is to monitor the steering inputs of the driver. This includes the angle of the steering wheel and/or the rate at which the driver is turning the wheel. The information is used to vary hydraulic pressure in a variable-assist power steering system, or by a stability control system to improve handling, braking and traction with changing driving conditions.

The evolution of steering sensors has taken place from a rotation sensor to measuring the actual angle of the steering wheel. The early Ford systems, used the steering sensor only as a rotation sensors. They were optical sensors with photo diodes inside that read evenly spaced slits in a disc attached to the steering column. Turning the steering wheel to either side generated a pulse signal that went to a steering control module. But in the later versions of the Ford VAPS system that appeared on the Ford Probe, the steering sensor measured the actual angle of the steering wheel. The VAPS system delivered full power assist when the speed was below 6 mph or when the steering wheel was turned more than 45 degrees off-centre. But at higher speeds or when the steering wheel was within 45 degrees of centre, power assist was reduced. In addition, the early steering position sensors were relatively low resolution sensors, and typically detect steering movements in 8 to 9 degrees increments. Most of today's steering position sensors are high resolution magnetic sensors that can detect movements of one degree or less. They have resolutions as low as one tenth of a degree.

The steering position sensor also plays a key role in the accident avoidance systems that detect obstacles and steer the vehicle to avoid the obstacle if the driver fails to react. The steering sensor also provides input for the new parking assistance systems that has appeared on certain luxury vehicles and would find their employment in majority of the luxury vehicles in the forecast period.

The market was segmented based on the technology type, by type, and by geography. The increased use of the steering sensors in the region can be attributed to the increase in customers demand for advanced integrated systems and the requirements of the OEM's to differentiate their products, while conforming to government legislations. The growth in the Asia Pacific automotive sensors market is majorly attributed to the development and demand of sensors in the body control system, which includes the application of sensors in the steering, suspensions, braking, and stability. The market for the steering sensors has thereby been driven by factors such as stringent safety regulations, and growing adoption of pure electric and hybrid vehicles in the region, which have a significant application of steering angle and multifunctional intelligent system sensors.

What The Report Offers:
1) Market Definition along with identification of key drivers and restraints for the market.
2) Market analysis with region specific assessments and competition analysis in the regional market as well as in the country level.
3) Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, in the steering sensor market which can influence the market at a regional level.
4) Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares both at a regional scale and at a country level.
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