
Description: The market for adaptive front lighting in Germany is expected to reach about $400 million by the end of 2020 from $XX million in 2015. Germany is one of the critical market in driving the growth of the Europe adaptive lighting market. The automotive market in Germany is driven by significant automotive norms and regulations. These regulations by EU have prompted OEMs to develop technologically advanced automotive lighting systems. There has been significant advancement in the safety and driver assistance systems, which has driven the adoption of automotive adaptive lighting significantly in the country.

German auto manufacturers have always been keen on trying new technologies and the manufacturers of these systems had been very effective in obliging these advancements at the earliest. German OEMs has been responsible for around one third of global automotive R&D expenditure, with R&D spend passing the EUR 25 billion mark in 2014. Germany is Europe's major automotive market in production and sales terms; accounting to over 30 percent of all passenger cars manufactured and almost 20 percent of all new registrations. Most German vehicles are exported to other European countries, with neighbour states accounting for almost 60 percent of total export levels, generating a huge market for automotive component market and adaptive lighting system. The growth of the adaptive lighting market is considerably dependent on the growth of passenger vehicles production and the technological advancement in the automotive driver assistant technologies.

Adaptive headlights are a part of the active safety systems designed to make driving at night or in low-light conditions safer by increasing visibility around curves and over hills. 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 Lighting Research Centre (LRC) at Rensselaer Polytechnic Institute (RPI) has extensive plans to study the use of adaptive control of LED in high beam headlamps. In particular, LRC will examine the Audi MatrixBeam system used in the country. The research and study is backed by the increased interest and innovation in the adaptive lighting system. Limited flexibility of the static head light systems coupled with the growing penetration of driver assistance systems in the country, are some of the major drivers propelling the growth of the Germany adaptive lighting system market.

The market for adaptive front lighting by application has significant adoption in the OEM, with a share of around 55% in the market by 2020. Among vehicle type, the luxury vehicles has the highest application and would continue to grow at a reasonable rate. However, the market for adaptive lighting market would grow at a very high rate in sports vehicle applications. Hyundai, Audi, Nissan, Volvo, Volkswagen are some of the popular OEMs who have adopted ALS comprehensively in their vehicle offerings in the region. ZKW Group and HELLA KGaA Hueck & Co., Stanley Electric., Philips, Valeo Sylvania Automotive Lighting Systems, are some of the key players in the manufacturing 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 Germany Automotive ALS market.
Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market.
Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares

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