Advanced Driver Assistance System (ADAS) Market by Type, Sensor Technology, Vehicle Type, & by Region - Forecast to 2021

Description:

Stringent vehicle safety legislations, improving socio-economic conditions, and growing demand for premium cars to fuel the demand for advanced driver assistance systems.

The global advanced driver assistance system (ADAS) market is projected to grow at a CAGR of 10.44% from 2016 to 2021, to reach a market size of USD 42.40 billion by 2021. Key factors responsible for the growth of this market include the introduction of driver assistance technologies in mid-segment cars and the growing awareness regarding vehicle and pedestrian safety.

"Asia-Oceania: Market with high growth potential"

Asia-Oceania is projected to register the highest CAGR from 2016 to 2021. This can be attributed to the presence of developed countries such as Japan and South Korea in the region; these two countries impose vehicle safety regulations that are as stringent as that of Europe and North America. Additionally, improving socio-economic conditions in countries such as India, Thailand, and Indonesia have raised the demand for premium segment passenger cars, which has in turn, boosted the market for ADAS in these countries.

"Camera sensors: Technology of the present and the future"

Camera sensors are used in various applications in modern automobiles. These applications include driver assistance technologies such as lane departure warning, drowsiness-monitoring, and park assist systems. The market for these technologies is set to witness substantial growth, and this trend is expected to continue in coming years. The camera sensor segment of the ADAS market, therefore, possesses high growth potential.

The study contains insights provided by various industry experts, ranging from material suppliers to Tier-1 companies and OEMs. The break-up of the primaries is as follows:

- By Company Type - OEM - 44%, Tier-1 - 38 %, Tier-2 - 13%, and Others - 6%
- By Designation - C level - 38%, D level - 31%, and Others - 31%
- By Region - North America - 25%, Europe - 31%, and Asia-Oceania - 44%

The global ADAS market is dominated by globally established players such as Continental AG (Germany), Denso Corporation (Japan), Delphi Automotive PLC (U.K.), Robert Bosch GmbH (Germany), and Autoliv Inc. (Sweden). Key growth strategies adopted by these players include expansion and new product development.

The report provides detailed profiles of the following companies:

- Continental AG
- Denso Corporation
- Delphi Automotive PLC
- Robert Bosch GmbH
- Autoliv Inc.
- Wabco Vehicle Control Systems
- Infineon Technologies AG
- Valeo S.A.
- Mobileye N.V.
- Magna International Inc.

Reasons to Buy the Report:

This report contains various levels of analysis, including industry analysis (industry trends, Porter's Five Forces, and PEST analysis), supply chain analysis, and company profiles, which together comprise and discuss the basic views on the emerging and high-growth segments of the ADAS market, competitive landscape, high-growth regions and countries, government initiatives, and market dynamics such as drivers,
restraints, opportunities, and challenges.

The report enables new entrants/smaller firms as well as established firms to understand the market better and consequently helps them to acquire a larger market share. Firms purchasing the report could use any one or a combination of the below-mentioned four strategies (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 ADAS technologies across regions
- Product Development/Innovation: Detailed insights into R&D activities, upcoming technologies, and new product launches in the ADAS market
- Market Diversification: Detailed information about untapped markets, investments, new products, and recent developments in the global ADAS market
- Competitive Assessment: In-depth assessment of strategies, products, and manufacturing capabilities of leading players in the global ADAS market

Contents:
1 Introduction
1.1 Objectives of the Study
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 Unit Considered
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 Impact of Disposable Income on Total Vehicle Sales
2.5.2.2 Infrastructure: Roadways
2.5.3 Supply-Side Analysis
2.5.3.1 Rising Demand for Hybrid and Electric Vehicles
2.5.3.2 Technological Advancements in Vehicle Safety & Security
2.6 Market Size Estimation
2.7 Data Triangulation
2.8 Assumptions

3 Executive Summary
3.1 Introduction

4 Premium Insights
4.1 Attractive Opportunities in the Advanced Driver Assistance System Market
4.2 Advanced Driver Assistance System Market Share, By Region & Sensor Technology, 2016
4.3 Regional Market Share for Advanced Driver Assistance System, 2016 vs 2021
4.4 Advanced Driver Assistance System Market, By Sensor Technology
4.5 Advanced Driver Assistance System Market, By Vehicle Type
4.6 Advanced Driver Assistance System Market, By Technology

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 Advanced Driver Assistance System Market, By Technology
5.2.2 Advanced Driver Assistance System Market, By Sensor Technology
5.2.3 Advanced Driver Assistance System Market, By Vehicle Type
5.2.4 Advanced Driver Assistance System Market, By Region
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Growing Concerns & Government Regulations Pertaining to Vehicle Safety
5.3.1.2 Increased Demand for Premium Vehicles
5.3.2 Restraints
5.3.2.1 Complex & Expensive Features
5.3.3 Opportunities
5.3.3.1 Growing Trend of Autonomous Cars
5.3.3.2 Low Penetration in Developing Markets
5.3.4 Challenges
5.3.4.1 Security Threats
5.3.4.2 Maintaining the Balance Between Cost & Quality
5.4 Porter’s Five Forces Analysis
5.4.1 Competitive Rivalry
5.4.2 Threat of Substitutes
5.4.3 Bargaining Power of Buyers
5.4.4 Bargaining Power of Suppliers
5.4.5 Threat of New Entrants
5.5 Supply Chain Analysis

6 Technology Overview
6.1 Introduction
6.2 Technological Evolution of Advanced Driver Assistance Systems
6.3 Legislative Trends in Advanced Driver Assistance System Implementation
6.4 Cyber Security Issues Associated With Advanced Driver Assistance Systems
6.4.1 Preventive Techniques
6.4.2 Real-Time Intrusion Detection Methods
6.4.3 Real-Time Response Methods
6.4.4 Treatment Methods
6.5 Advanced Driver Assistance Technologies: an Overview
6.5.1 Adaptive Cruise Control (ACC)
6.5.2 Lane Departure Warning System (LDWS)/Lane Keep Assist (LKA)
6.5.3 Intelligent Park Assist
6.5.4 Drowsiness Monitor
6.5.5 Blind Spot Detection System
6.5.6 Night Vision
6.5.7 Head-Up Display (HUD)
6.5.8 Electronic Brake Assist
6.5.9 Tire Pressure Monitoring System
6.5.10 Adaptive Front Lighting
6.5.11 Pedestrian Protection/Warning System
6.5.12 Traffic/Road Sign Recognition

7 Advanced Driver Assistance System Market, By Region & Technology
7.1 Introduction
7.1.1 Global Advanced Driver Assistance System Market, By Region
7.1.2 Global Advanced Driver Assistance System Market, By Technology
7.2 Asia-Oceania: ADAS Market, By Technology
7.2.1 Asia-Oceania Advanced Driver Assistance System Market, By Country
7.2.2 China: Advanced Driver Assistance System Market, By Technology
7.2.3 Japan: Advanced Driver Assistance System Market, By Technology
7.2.4 India: Advanced Driver Assistance System Market, By Technology
7.2.5 South Korea: Advanced Driver Assistance System Market, By Technology
7.2.6 Rest of Asia-Oceania: Advanced Driver Assistance System Market, By Technology
7.3 Europe: ADAS Market, By Technology
7.3.1 Germany: Advanced Driver Assistance System Market, By Technology
7.3.2 France: Advanced Driver Assistance System Market, By Technology
7.3.3 U.K.: Advanced Driver Assistance System Market, By Technology
7.3.4 Rest of Europe: Advanced Driver Assistance System Market, By Technology
7.4 North America: ADAS Market, By Technology
7.4.1 U.S.: Advanced Driver Assistance System Market, By Technology
7.4.2 Canada: Advanced Driver Assistance System Market, By Technology
7.4.3 Mexico: Advanced Driver Assistance System Market, By Technology
7.5 RoW: ADAS Market, By Technology
7.5.1 Russia: Advanced Driver Assistance System Market, By Technology
7.5.2 Brazil: Advanced Driver Assistance System Market, By Technology
7.5.3 Rest of RoW: Advanced Driver Assistance System Market, By Technology

8 Advanced Driver Assistance System Market, By Sensor Technology
8.1 Introduction
8.2 ADAS Sensor Technologies
8.2.1 Advanced Driver Assistance Systems and Associated Sensor Technology
8.2.2 Pros & Cons of ADAS Sensor Technologies
8.3 Global ADAS Market, By Sensor Technology
8.3.1 Radar Sensor Market, By Region
8.3.2 Camera Sensor Market, By Region
8.3.3 Lidar Sensor Market, By Region
8.3.4 Infrared Sensor Market, By Region
8.3.5 Ultrasonic Sensor Market, By Region

9 Advanced Driver Assistance System Market, By Vehicle Type
9.1 Introduction
9.2 Global Advanced Driver Assistance System Market, By Vehicle Type
9.2.1 Passenger Car ADAS Market, By Region
9.2.2 Commercial Vehicle ADAS Market, By Region

10 Competitive Landscape
10.1 Competitive Situations & Trends
10.2 Oem Market Share
10.3 New Product Launch
10.4 Agreements/Joint Ventures/Partnerships
10.5 Expansion
10.6 Mergers & Acquisitions

11 Company Profiles
(Company at A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)*
11.1 Introduction
11.2 Continental AG
11.3 Delphi Automotive PLC
11.4 Denso Corporation
11.5 Robert Bosch GmbH
11.6 Autoliv Inc.
11.7 Wabco Holdings Inc.
11.8 Valeo S.A.
11.9 Mobileye N.V.
11.10 Magna International Inc.
11.11 Infineon Technologies AG

*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 Other Developments, 2013-2016
12.3 Discussion Guide
12.4 Knowledge Store: Subscription Portal
12.5 Introducing RT: Real Time Market Intelligence
12.6 Available Customizations
12.6.1 Commercial Vehicle Advanced Driver Assistance System Market, By Technology
12.6.1 Light Commercial Vehicle Market
12.6.1.1 Lane Departure Warning System
12.6.1.2 Tire Pressure-Monitoring System
12.6.1.3 Drowsiness-Monitoring System
12.6.1.4 Others
12.6.1.2 Heavy Commercial Vehicle Market
12.6.1.2.1 Lane Departure Warning System
12.6.1.2.2 Tire Pressure-Monitoring System
12.6.1.2.3 Drowsiness-Monitoring System
12.6.1.2.4 Others
12.6.2 Advanced Driver Assistance System Market, By Sensor Technology
12.6.2.1 Ultrasonic Sensor Market
12.6.2.1.1 By Park Assist
12.6.2.1.2 By Brake Assist
12.6.2.1.3 By Blind Spot Detection
12.6.2.1.4 By Lane Departure Warning
12.6.2.1.5 By Adaptive Cruise Control
12.6.2.2 Radar Sensor Market
12.6.2.2.1 By Park Assist
12.6.2.2.2 By Brake Assist
12.6.2.2.3 By Blind Spot Detection
12.6.2.2.4 By Lane Departure Warning
12.6.2.2.5 By Adaptive Cruise Control
12.6.2.3 Camera Sensor Market
12.6.2.3.1 By Park Assist
12.6.2.3.2 By Brake Assist
12.6.2.3.3 By Blind Spot Detection
12.6.2.3.4 By Lane Departure Warning
12.6.2.3.5 By Adaptive Cruise Control
12.6.3 Additional Company Profiles
12.6.3.1 Business Overview
12.6.3.2 SWOT Analysis
12.6.3.3 Recent Developments
12.6.3.4 MnM View
12.7 Related Reports

List of Tables

Table 1 Government Incentives for Electric Vehicles
Table 2 Driver Assistance Technologies Considered in the Study
Table 3 Sensor Technologies for Advanced Driver Assistance System Applications
Table 4 Vehicle Types Considered in the Study
Table 5 Key Regions Considered in the Study
Table 6 Regulations for Driver Assistance Systems
Table 7 Luxury Vehicle Sales of Key Manufacturers, India, 2013-2015
Table 8 Luxury Vehicle Sales of Key Manufacturers, China, 2013-2015
Table 9 Autonomous Driving Attempts Among Automakers
Table 10 Porter's Five Forces Analysis
Table 11 Regulatory Timeline for Safety Technologies, U.S.
Table 12 Regulatory Timeline for Safety Technologies, Europe
Table 13 Upcoming Safety Legislations in the Next Five Years, By Country
Table 14 Global Advanced Driver Assistance System Market, By Region, 2014-2021 ('000 Units)
Table 15 Global Advanced Driver Assistance System Market, By Region, 2014-2021 (USD Million)
Table 16 Global Driver Assistance System Market, By Region, 2014-2021 ('000 Units)
Table 17 Global Driver Assistance System Market, By Region, 2014-2021 (USD Million)
Table 18 Asia-Oceania Advanced Driver Assistance System Market, By Country, 2014-2021 ('000 Units)
Table 19 Asia-Oceania Advanced Driver Assistance System Market, By Country, 2014-2021 (USD Million)
Table 20 Asia-Oceania: Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 21 Asia-Oceania: Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 22 China: Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 23 China: Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 24 Japan: Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 25 Japan: Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 26 India : Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 27 India : Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 28 South Korea : Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 29 South Korea : Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 30 Rest of Asia-Oceania : Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 31 Rest of Asia-Oceania : Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 32 Europe Advanced Driver Assistance System Market, By Country, 2014-2021 ('000 Units)
Table 33 Europe Advanced Driver Assistance System Market, By Country, 2014-2021 (USD Million)
Table 34 Europe: Driver Assistance System Market, By Technology ('000 Units)
Table 35 Europe: Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 36 Germany: Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 37 Germany: Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 38 France : Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 39 France : Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 40 UK : Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 41 UK : Driver Assistance System Market By Technology, 2014-2021 (USD Million)
Table 42 Rest of Europe : Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 43 Rest of Europe : Driver Assistance System Market By Technology, 2014-2021 (USD Million)
Table 44 North America Advanced Driver Assistance System Market, By Country, 2014-2021 ('000 Units)
Table 45 North America Advanced Driver Assistance System Market, By Country, 2014-2021 (USD Million)
Table 46 North America Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 47 North America Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 48 U.S. Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 49 U.S. Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 50 Canada Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 51 Canada Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 52 Mexico Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 53 Mexico Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 54 RoW Advanced Driver Assistance System Market, By Country, 2014-2021 ('000 Units)
Table 55 RoW Advanced Driver Assistance System Market, By Country, 2014-2021 (USD Million)
Table 56 RoW Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 57 RoW Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 58 Russia Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 59 Russia Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 60 Brazil Driver Assistance System Market, By Technology, 2014-2021 (000 Units)
Table 61 Brazil Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 62 RoW Others Driver Assistance System Market, By Technology, 2014-2021 ('000 Units)
Table 63 RoW Others Driver Assistance System Market, By Technology, 2014-2021 (USD Million)
Table 64 Driver Assistance Systems Types With Possible Sensor Technologies
Table 65 Pros & Cons of ADAS Sensor Technologies
Table 66 Advanced Driver Assistance System Market Size, By Sensor Technology, 2014-2021 (Million Units)
Table 67 Advanced Driver Assistance System Market Size, By Sensor Technology, 2014-2021 (USD Billion)
Table 68 Radar Sensor Market Size, By Region, 2014-2021 (Million Units)
Table 69 Radar Sensor Market Size, By Region, 2014-2021 (USD Billion)
Table 70 Camera Sensor Market Size, By Region, 2014-2021 (Million Units)
Table 71 Camera Sensor Market Size, By Region, 2014-2021 (USD Billion)
Table 72 Lidar Sensor Market Size, By Region, 2014-2021 (Million Units)
Table 73 Lidar Sensor Market Size, By Region, 2014-2021 (USD Billion)
Table 74 Infrared Sensor Market Size, By Region, 2014-2021 (Million Units)
Table 75 Infrared Sensor Market Size, By Region, 2014-2021 (USD Billion)
Table 76 Ultrasonic Sensor Market Size, By Region, 2014-2021 (Million Units)
Table 77 Ultrasonic Sensor Market Size, By Region, 2014-2021 (USD Billion)
Table 78 Advanced Driver Assistance System Market Size, By Vehicle Type, 2014-2021 ('000 Units)
Table 79 Advanced Driver Assistance System Market Size, By Vehicle Type, 2014-2021 (USD Million)
Table 80 Passenger Car Advanced Driver Assistance System Market Size, By Region, 2014-2021 ('000 Units)
Table 81 Passenger Car Advanced Driver Assistance System Market Size, By Region, 2014-2021 (USD Million)
Table 82 Commercial Vehicle Advanced Driver Assistance System Market Size, By Region, 2014-2021 ('000 Units)
Table 83 Commercial Vehicle Advanced Driver Assistance System Market Size, By Region, 2014-2021 (USD Million)
Table 84 New Product Launches, 2016
Table 85 Agreements/Joint Ventures/Partnerships, 2015-2016
Table 86 Expansions, 2015-2016
Table 87 Mergers & Acquisitions, 2015-2016

List of Figures

Figure 1 Advanced Driver Assistance System Market Segmentation
Figure 2 Research Design
Figure 3 Research Methodology Model
Figure 4 Breakdown of Primary Interviews: By Company Type, Designation, & Region
Figure 5 Impact of Disposable Income on Vehicle Sales, 2014
Figure 6 Roadways Infrastructure: Road Network (Km), By Country, 2011
Figure 7 Global ADAS Market, By System: Bottom-Up Approach
Figure 8 North America Estimated to Be the Largest Market for Advanced Driver Assistance Systems, 2016 vs 2021 (USD Billion)
Figure 9 Tire Pressure-Monitoring System & Electronic Brake Assist to Hold the Largest Shares in the Advanced Driver Assistance System Market, 2016 vs 2021 (USD Billion)
Figure 10 Radar & Camera Sensor-Based Technologies to Dominate the Advanced Driver Assistance System Market, 2016 vs 2021 (USD Billion)
Figure 11 Passenger Car Segment to Dominate the Advanced Driver Assistance System Market, 2016 vs 2021 (USD Billion)
Figure 12 Government Regulations & Changing Preferences of Buyers Expected to Drive the Demand for Advanced Driver Assistance Systems
Figure 13 North America to Dominate the Advanced Driver Assistance System Market in 2016
Figure 14 North America to Account for the Largest Share, By Volume, of the Advanced Driver Assistance System Market, 2016-2021
Figure 15 Radar Sensors to Dominate the Advanced Driver Assistance System Market in 2016
Figure 16 Passenger Cars to Hold the Largest Share in the Advanced Driver Assistance System Market in 2016
Figure 17 Tire Pressure-Monitoring System to Hold the Largest Market Share, 2016
Figure 18 Market Segmentation
Figure 19 Advanced Driver Assistance System Market, By Technology
Figure 20 Advanced Driver Assistance System Market, By Sensor Technology
Figure 21 Advanced Driver Assistance System Market, By Vehicle Type
Figure 22 Advanced Driver Assistance System Market, By Region
Figure 23 Market Dynamics
Figure 24 Road Traffic Death Rates Per 1,00,000 People, 2015
Figure 25 Porter's Five Forces Analysis
Figure 26 Competitive Rivalry is High in the Advanced Driver Assistance System Market
Figure 27 Large Number of Players Leads to High Degree of Competition in the Advanced Driver Assistance System Market
Figure 28 Availability of Substitutes & Low Switching Cost Makes the Threat of Substitutes Low
Figure 29 The Bargaining Power of Buyers is Considered Medium Due to the Large Number of Suppliers
Figure 30 Presence of A Large Number of Suppliers Makes the Bargaining Power of Suppliers Medium
Figure 31 The Presence of Well-Established Players Lowers the Threat of New Entrants
Figure 32 Supply Chain Analysis
Figure 33 Technology Evolution of Advanced Driver Assistance System Technologies
Figure 34 Working Stages in Adaptive Cruise Control
Figure 35 Functioning of Lane Keep Assist System
Figure 36 Operational Intelligent Park Assist System
Figure 37 Functioning of Drowsiness Monitor System
Figure 38 Functioning of Blind Spot Detection
Figure 39 Driver Assistance System Market Outlook, By Region (USD Billion)
Figure 40 Asia-Oceania: Driver Assistance System Market Snapshot
Figure 41 North America: Driver Assistance System Market Snapshot
Figure 42 Advanced Driver Assistance System Market, By Sensor Technology, 2016 vs 2021 (USD Billion)
Figure 43 Advanced Driver Assistance System Market, By Vehicle Type, 2016 vs 2021 (USD Billion)
Figure 44 Companies Adopted New Product Launch as the Key Growth Strategy
Figure 45 Autoliv Inc. Registered the Highest Growth Rate From 2010 to 2014
Figure 46 Market Evaluation Framework: New Product Launches Fuelled the Growth of the Advanced Driver Assistance System Market
Figure 47 Market Share: Advanced Driver Assistance System Market, 2015
Figure 48 Battle for Market Share: New Product Launch Was the Most Widely Adopted Strategy
Figure 49 Region-Wise Revenue Mix of Top Five Players, 2015
Figure 50 Continental AG: Company Snapshot
Figure 51 SWOT Analysis: Continental AG
Figure 52 Delphi Automotive PLC: Company Snapshot
Figure 53 SWOT Analysis: Delphi Automotive PLC
Figure 54 Denso Corporation: Company Snapshot
Figure 55 SWOT Analysis: Denso Corporation
Figure 56 Robert Bosch GmbH: Company Snapshot
Figure 57 SWOT Analysis: Robert Bosch GmbH
Figure 58 Autoliv Inc.: Company Snapshot
Figure 59 SWOT Analysis: Autoliv Inc.
Figure 60 Wabco Holdings Inc.: Company Snapshot
Figure 61 Valeo S.A.: Company Snapshot
Figure 62 Mobileye N.V.: Company Snapshot
Figure 63 Magna International Inc.: Company Snapshot
Figure 64 Infineon Technologies AG: Company Snapshot

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