Description: About Throttle by Wire

A by-wire technology is an innovation which replaces conventional physical connections (like cables and mechanical linkages) with a wire that transmits electronic signals. In TBWs, a throttle position sensor placed adjacent to the gas pedal recognizes how far the pedal has been pressed. In most modern TBW systems, the sensor used is a Hall Effect throttle position sensor (H-E TPS). The pedal movement data collected by the sensor is then conveyed to the vehicular electronic control unit (ECU) or on-board computer (OBC). The ECU analyzes the data and sends a signal to the TBW motor to open the butterfly valve in the throttle body, by a degree proportional to the length of depression of the gas pedal. Since the ECU is in control of the throttle, other valve-like mechanical body components of cruise control and traction control can easily be integrated with the TBW system. Since automatic transmissions are also typically controlled by the ECU, it can adjust the throttle during any gear shift too, accounting for a seamless driving experience.

The analysts forecast the global automotive throttle-by-wire-system market to grow at a CAGR of 4.78% during the period 2016-2020.

Covered in this report
The report covers the present scenario and the growth prospects of the global automotive throttle-by-wire-system market for 2016-2020. To calculate the market size, the report considers a top down approach, wherein our in-house databases have been used to arrive at the TBW market for the OEM segment.

The market is divided into the following segments based on geography:
- APAC
- Europe
- Latin America
- Middle East and Africa
- North America

The report, Global Automotive Throttle-By-Wire-System Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors
- Continental
- CTS
- Curtiss Wright
- Delphi
- Denso
- Hella
- Hitachi
- Infineon Technologies AG
- Magneti Marelli S.p.A.
- Mobile Control Systems
- Orscheln
- Robert Bosch GmbH

Other prominent vendors
- Visteon, Johnson Controls, Kabushiki Kaisha, Masatoshi Hoshino, Gm Global Technology Operations, and Sumitomo

Market drivers
- Rapid powertrain electrification in vehicles to drive TBW adoption rates
- For a full, detailed list, view the full report

Market challenges
- Unintended acceleration (UA) incidents and recalls: A danger to the end consumer
- For a full, detailed list, view the full report

Market trends
- Back conversion of ETC to mechanical throttle control (MTC) by the do-it-yourself (DIY) population to negatively impact the TBW market
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

You can request one free hour of our analyst's time when you purchase this market report. Details are provided within the report.

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