

Europe Advanced Driver Assistance System (ADAS) Market (2016 - 2022)

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Abstracts

Advanced driver assistance systems (ADAS) are electronic components installed in vehicles, which present an intelligent driving experience to the driver. These systems comprise of unique sensors such as ultrasonic, image, RADAR, LiDAR, infrared and LASER. The European automotive industry is one of the largest and most innovative automotive markets in the world. Due to significant transformation in the automotive industry, ADAS as a technology has witnessed enormous demand and the adoption is in the rise. The regular updates in the ADAS technology are making the market very competitive and forcing manufactures to develop differentiated products. The 3D sensor can detect objects up to a range of 100m and operate in adverse weather conditions as well. The company plans to use this 3D sensor as a part of its ADAS system in their upcoming models of Toyota vehicles.

The report highlights the adoption of Advanced Driver Assistance System (ADAS). The market is fragmented based on the components into system type and sensor type. The system type is further sub-divided into Tyre Pressure Monitoring, Drowsiness Monitor System, Park Assist, Adaptive Cruise Control, Blind Spot Detection System, Lane Departure Warning System, Adaptive Front Lightning System and Others (NVS and Driver Monitoring). The sensor studied in the report includes Ultrasonic Sensor, Infrared Sensor, Radar Sensor, Image Sensor, Lidar Sensor and Laser Sensor.

Based on country, Europe Advanced Driver Assistance System Market (ADAS) market is segmented into Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant region in the Europe Advanced Driver Assistance System Market (ADAS) market in 2015. Italy would witness highest CAGR during the forecast period (2016-2022).

The report covers the analysis of key stakeholders of the Advanced Driver Assistance System Market (ADAS) market. Key companies profiled in the report include Magna International, Inc., Autoliv Inc., Continental AG, Denso Corporation, Valeo S.A., Robert Bosch GmbH, Ford Motor Company and BMW AG

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