

# Europe Automotive Head-Up Display Market (2016-2022)

<https://marketpublishers.com/r/EC9EC5C6F24EN.html>

Date: May 2016

Pages: 106

Price: US\$ 1,500.00 (Single User License)

ID: EC9EC5C6F24EN

## Abstracts

The specific standards set by the European commission enables vehicles from different manufacturing houses to communicate with each other. Authorities of Germany, Austria and Netherlands have agreed to develop and install roadside communication infrastructure. The ongoing technological innovation in the automotive industry has helped the drivers in many ways such as vehicle speed, navigation system, road direction, fuel indication and distance between the two vehicles among others.

With increasing number of luxury and SUV's in the European countries would fuel the demand for vehicles equipped with technologically advanced product including Head-Up display. In Europe, BMW has introduced vehicles equipped with vision cameras, which can read road signs as well as overhead signs. These vehicles can project speed limit or other hazardous information to the driver through HUD's. However, growing interest from vehicle manufacturers to equip their cars with advanced display technologies including Head-Up display is in the rise. Rising need for information paired with rising safety concerns in the field of automotive has necessitated the deployment of several modern display technologies.

The European Automotive Head-Up Display market is segmented based on technology and vehicle type. Adoption of this technology in the luxury car dominated the market with maximum share in terms of revenue. SUV on the other hand is expected to register fastest growth during the forecast period. In addition, for better understanding of the market penetration of Automotive Head-Up Display the market is analyzed based on countries including Germany, France, U.K., Russia, Italy, Spain and rest of Europe.

The report also highlights few prominent players operating in the Automotive Head-Up Display market. Key companies profiled in the report include Telefonica, S.A., Harman

International Industries, Incorporated, TomTom NV, MicroVision, Inc., AUDI AG, Daimler AG, Robert Bosch GmbH, Denso Corporation, Delphi Automotive Plc and Yazaki Corporation.

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