

# **Blind Spot Detection (BSD) System and Adaptive Cruise Control (ACC) System Market for Passenger Cars; by Geography - Trends and Forecasts 2014 - 2019**

<https://marketpublishers.com/r/B5C1732E5EDEN.html>

Date: August 2014

Pages: 292

Price: US\$ 5,650.00 (Single User License)

ID: B5C1732E5EDEN

## **Abstracts**

Active safety systems in passenger cars are becoming more important consideration for consumers and car manufacturers. Active system plays a crucial role in preventing accidents. Active safety system such as Blind Spot Detection (BSD) system and Adaptive Cruise Control (ACC) system respond at different instances to prevent the car from an accident. This technology is majorly installed in premium or luxury cars.

Blind spots can be caused by the window pillars, headrests, passengers, and other objects. A BSD system is a vehicle-based sensor device that detects other vehicles located to the driver's side and rear. However, Adaptive cruise control is an intelligent form of cruise control that slows down and speeds up automatically to maintain a safe distance from vehicles ahead. In most of the developed countries BSD and ACC systems installation is growing and in the developing countries BSD and ACC systems are available only in premium car segment.

The major factor driving the demand of automotive BSD and ACC systems are increased safety awareness, technological advancement, affordability as well as institutions such as the New Car Assessment Program (NCAP) awarding safety ratings to cars based on safety performance. In the coming years, the increasing demand for premium cars in the European and Asia Pacific regions, mainly China, India and Japan, is expected to drive the market.

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