

# **Car Security Systems Market by Type (Alarm, Immobilizer, Remote Keyless Entry (RKE) & Central Locking System) & Region (Asia-Oceania, Europe, North America & ROW) - Industry Trends & Forecast to 2019**

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## **Abstracts**

Increasing vehicle thefts across the globe, government regulations related to vehicle security, and increased vehicle sales are acting as the main driving factor for growth of the passenger car security systems market. This market is estimated to grow at a significant rate in the next five years. The global passenger car security systems market in terms of volume is projected to reach 290 million units, generating an estimated market value of around \$11,533.0 million by 2019. In 2014, the largest market of passenger car security systems is estimated to be in the Asia-Oceania region, followed by Europe, North America, and RoW.

This report segments the market based on system type and region. On the basis of region, it is segmented into Asia-Oceania (China, Japan, South Korea, and India), Europe (Germany, France, and U.K.), North America (U.S., Canada, and Mexico) and Rest of the World (Brazil, Russia, and South-Africa). Based on system type, it is segmented into alarm, immobilizer, remote keyless entry (RKE), and central locking system. Market size in terms of volume is provided in thousand units ('000 units) and value in terms of USD million (\$million). Market estimates are provided for each security system type in all key countries of respective regions considered. The top passenger car security systems suppliers are profiled in detail with their recent developments and their strategic industry activities. The report also provides the qualitative aspects of the passenger car security systems market, such as drivers, restraints, opportunities, and key issues which are affecting the manufacturers and the market for security systems. The report also provides a glance on the key vehicle occupant protection systems

provided by major OEM's.

Major passenger car security system manufacturers are Continental AG (Germany), Robert Bosch GmbH (Germany), Delphi Automotive PLC (U.K.), Lear Corp. (U.S.), Valeo SA (France), and TRW Automotive Holding (U.S.). Other players are operating on a regional level; however, these local players are also collaborating with major players in this industry to increase the quality of their products.

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## About

The security systems form an integral part of any vehicle produced across the globe. Anti-theft alarms and immobilizers were initially employed by the automobile OEMs to prevent vehicle hijack or thefts. The European region was the first to undergo mandatory adoption of immobilizers in the countries of Germany, the U.K., and Finland. It was then followed by Canada in the North American region, Australia and Malaysia in the Asia-Oceania region, and Brazil in the Rest of the World (RoW). The mandatory usage of immobilizers in all passenger cars sold in these countries was mainly because of the high rates of vehicle crimes. Other security technologies, such as alarms, power door locks, and remote keyless entry (RKE) were further developed to make the complete vehicle security more efficient. Earlier, in the anti-theft alarm system, only a few sensors were used at the doors, but now sensors are even provided inside the vehicle, such as interior pressure sensors, microphone sensors, and shock sensors, which have made the alarm system more efficient.

The need for reliable and improved security systems resulted in the development of the central locking and RKE systems. The RKE systems are linked to the vehicle immobilizer and central locking system. The RKE is used to arm or disarm both the systems in the vehicle. Another key factor responsible for advancements in the vehicle security field is the requirements of insurance companies in vehicles, in order to get it insured. Also, the presence of standard security systems in the vehicles led to lower insurance premiums for the vehicle owners to pay. Thus, globally the number of vehicle thefts started to diminish year-on-year, but the vehicle recovery rate is comparatively low. As time passed by, GPS based tracking and security systems were developed in order to provide further security to the vehicle and increase the chances of recovery of the vehicles, in case they are stolen. General Motors (U.S.) launched the OnStar GPS based service, which provides features such as remote alarm, remote door unlocking, stolen vehicle locator, vehicle slow down, emergency assistance, automatic collision, and more. This technology has been helping in recovering stolen vehicles to a large extent.

After OnStar, OEMs such as BMW, Audi, Mercedes-Benz, and Toyota followed the pursuit and developed their own patented GPS based security services. Currently, these technologies/services are largely found in premium passenger car segment; however, in the coming years the mid-segment cars would also soon come equipped with these systems.

To take step towards anti-theft, Germany, the U.K., Finland, Canada, Australia, Brazil, and Malaysia have issued regulations regarding specific type of security systems such as immobilizers and alarm made mandatory in new cars sold. These regulations mainly gave rise to the demand for immobilizers and alarms. Today, in most of the cars, alarms, immobilizers, key RKE's and central locking systems are found by default as the standard security systems. It is projected that this demand will keep on growing in the next five years owing to the aforementioned factors. The developing countries such as China, South Korea, India, Brazil, and Russia are expected to drive the market for these systems, as the passenger car sales volume is increasing at a significant rate year-on-year.

According to the study, the passenger car security systems market size in terms of value is estimated to grow from \$XX million in 2014 to \$XX million by 2019, at a CAGR of XX% during the review period considered (2014 to 2019). As of 2014, the demand for passenger car security systems is estimated to be the largest in the Asia-Oceania region, with a market share of about XX%, followed by Europe (XX%), North America (XX%), and RoW (XX%). Globally, China, the U.S., and Germany are identified to be the largest markets for passenger car security systems in terms of value in 2014 with a share of XX%, XX%, and XX%, respectively.

In terms of growth rate, India, Brazil, South Africa, China, and Russia are identified to show the highest growth for security systems in terms of value for the period under study.



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