Challenge

Client is looking to diversify and complement its current product portfolio and wishes to offer advanced active safety features based on long and short range radars. Client needed to understand market drivers related to legislations, OEMs adoption rate and get insights on current system cost. Client contracted Ricardo to benchmark current radar systems and assess supply base competitive landscape. Ricardo assessment should provide insights on current trends, supplier development strategies and future radar technology roadmap. Ricardo should provide directional and transactional market pricing for long and short range radars.

Approach

- Ricardo reviewed five radar suppliers including Bosch, Continental, Delphi, TRW and Hella
  - Benchmarking of current radar systems using specifications and available publications
  - Comparison of product performance against OEMs strategy & industry standards
  - Cross comparison of all radar suppliers
- Ricardo performed extensive primary and secondary research to review legislations and develop future radar technology roadmaps

Recommendation

- Provided detailed evaluation of current radar components
- Identified global growth trends in the automotive industry as well as market drivers
- Provide insights on supplier competitive landscape, client bases (who supplies whom) and recommended minimum product requirements for new market entrants
- Identified long term legislation impacts in Europe, North America and Asia and provided strategic roadmap for future radar technologies

Results

Helped client understand business risk, threats and opportunities for vehicle radar applications

Provided transactional market prices for short and long range radars to assess business opportunities for new market entrants