WinterGreen Research, INC.

Robot Cars and Trucks: Market Shares, Strategies, and Forecasts, Worldwide, 2013 to 2019

Robot Cars and Trucks Providing a Flexible, Convenient System For Automating Vehicles

Mountains of Opportunity

Picture by Susan Eustis

WinterGreen Research, Inc.

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CHECK OUT THESE KEY TOPICS

Robot Cars and Trucks Robot steering Robot breaking Robot automotive systems Autonomous functions for vehicles	Collision avoidance Automated parking Robot Parking Robot test driving Car cameras Truck follow me systems	Radar based monitoring systems Lane assist Adaptive cruise control

Robot Cars and TrucksGrowth Strategy:

Robot Cars and Trucks: Market Shares, Strategies, and Forecasts, Worldwide, 2013-2019

LEXINGTON, Massachusetts (October 25, 2013) – WinterGreen Research announces that it has published a new study Robot Cars and Trucks: Market Shares, Strategy, and Forecasts, Worldwide, 2013 to 2019. The 2013 study has 362 pages, 144 tables and figures. Worldwide markets are poised to achieve significant growth as robot cars and trucks permit users to implement automated driving.

IBM and Google are sure to be a significant software vendors for all the robot car and truck market participants. IBM has a huge head start with its excellent middleware branded integrated solutions that are hardened and reliable.

As automated process hits the auto industry as a disruptive force, it parallels the automated piloting of the airline industry that saw significant labor savings implementation. Automated vehicle driving can be done anywhere just by connecting the car to the adaptive cruise control, adaptive steering and braking, and lane assist systems.

Robot cars and trucks incrementally add automated process to driving. As software is added to cars and trucks it is done in concert with modification to the steering, breaking, and other automotive systems. Autonomous functions for vehicles are increasingly adopted.

Change is incremental, we do not have fully functioning robot cars immediately, rather, steering, collision avoidance, parking, test driving, series of camera and radar based monitoring systems, lane assist, and adaptive cruise control are being implemented, presaging rapid adoption of robot cars and trucks as the various functions mature and work in the real world.

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According to Susan Eustis, team leader for the preparation of the study, "The market for robot car and truck vehicles is anticipated to expand in parallel with the deployment of appropriate roadway controls funded by government programs. The large public investments for robot vehicles so far has been for development of technology that works for military purposes."

The robot car designs amalgamate a group of features to represent an automated process solution. These include the hardware, the software middleware, the steering system, adaptive cruise control, numerous software applications, an integrated systems approach, and related services. Significant investments in research and development are necessary as the emerging robot cars and trucks industry builds on incremental technology roll outs.

Robot car and truck commercial autonomous car market shipments forecasts indicate that markets beginning to develop in 2014 will rise to $3.6 billion by 2019. Growth is a result of various moves toward autonomous vehicles that park themselves, provide automated steering, are used as test vehicles, are used as mapping vehicles, and that provide driver alerts but fall sort of complete robotically operated car vehicles.

Market driving forces relate primarily to the need for increased safety and personizalization for autos. Car manufacturers are positioning with robot car models to meet demand at the high end. Many robot vehicle car vendors are making automation for personal vehicles and trucks a reality.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, electronics.ca, Bloomberg, and Thompson Financial.

WinterGreen Research is positioned to help customers face challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust WinterGreen Research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

This robot car and truck shipment analysis is based on consideration of the metrics for the number of cars shipped, percent of cars outfitted with automated cruise control, and probable market penetrations of robot cars. Experience using the robot cars and trucks is another factor that contributes to development of triangulation regarding market forecasts for the sector.

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Key Words: Robot Cars and Trucks, Robot Cars and Trucks, Robot steering, Robot breaking, Robot automotive systems, Autonomous functions for vehicles , Collision avoidance, Automated parking, Robot Parking, Robot test driving, Car cameras, Truck follow me systems, Radar based monitoring systems, Lane assist, Adaptive cruise control

Companies Profiled

Market Leaders

Google
BMW
Daimler AG/Mercedes-Benz
General Dynamics
GM
Kairos
Mitsubshi
Ford
Tesla
Fuji
Lockheed Martin
iRobot
Nissan
Toyota

Market Participants

Allen Vanguard
Audi
BAE Systems
Boston Dynamics
Bosch Group
Evatran Group
BMW
Buick Group
Chrysler / Dodge
Daimler AG/Mercedes-Benz
ECA Robotics
Elbit Systems
Evatran Group
Ford / Lincoln
Fuji Heavy Industries / Subaru
General Dynamics
Google Self-Driving Car
GM / Cadillac
iRobot Revenue
Kairos Autonomi
Kongsberg
Jaguar Land Rover
Lockheed Martin
Mesa Robotics
Mitsubishi
Nissan
Qualcomm
Thales Group
Toyota / Lexus
Vecna Technologies
Volkswagen / Porsche
Volvo
Visteon
WiTricity

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Robot Cars and Trucks: Market Shares, Strategies, and Forecasts, Worldwide, 2013 to 2019

Report Methodology

This is the 574th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are a priority in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies.

They are supported by a team, each person with specific research tasks and proprietary automated process database analytics. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

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Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2011. With 2011 and several years prior to that as a baseline, market projections were developed for 2012 through 2018. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes referencde to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.
WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.
The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world.

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This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunicatons, and hardware businesses.

YOU MUST HAVE THIS STUDY

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The study is designed to give a comprehensive overview of Robot Cars and Trucks equipment market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of what is going on in this market, assisting managers with designing market strategies likely to succeed.

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ABOUT THE COMPANY

WinterGreen Research, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

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