

Article: **Research and Markets: eCall Market at a Crucial Stage in Europe**

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DUBLIN, Ireland--(BUSINESS WIRE)--Research and Markets (<http://www.researchandmarkets.com/reports/c89046>) has announced the addition of "Strategic Analysis of the European Markets for eCall and bCall Systems" to their offering.

This Frost & Sullivan research service titled Strategic Analysis of the European Market for eCall and bCall Systems provides market measurements and competitive information on the eCall market in Europe. This research offers information and analysis of the voluntary agreement being discussed by European Commission (EC) and European Automobile Manufacturers' Association (ACEA) and also examines the different solutions being proposed by the ACEA to bring in more flexibility to offer eCall services. The research analyses the impact of different types of eCall solutions expected to come into the market and also the flexibility it will give to mass market and premium manufacturers to offer eCall with a bouquet of other telematics services whereby a solid business case can be built around eCall. This information will potentially help vehicle manufacturers and suppliers to make informed decisions on how to build a business case for telematics services around eCall. In this research, Frost & Sullivan's expert analysts thoroughly examine the following technologies: eCall and other telematics systems, namely stolen vehicle tracking (SVT), pay as you drive (PAYD) and remote vehicle diagnostics (RVD).

eCall Market at a Crucial Stage in Europe

Sixteen member states are currently committed to the eCall MoU, with France and the United Kingdom being the key non-signatories. The United Kingdom has reportedly stated cost and lack of benefits as the major reasons for deferring the decision to sign the MoU. 2008 thus becomes a crucial year for the European Commission (EC) to bring eCall back on track and ensure smooth implementation. To this end, the EC along with the European Automobile Manufacturers' Association (ACEA) has to win the commitment of member states and also work along with the telecom industry to ensure that infrastructure development for eCall, such as PSAP development, progresses at a rapid pace.

"The smooth implementation of the eCall voluntary agreement will open the door for other telematics services," notes the analyst of this research. "With the ACEA discussing different types of eCall solutions on one side and standard telematics platforms including NGTP and tema.mobility entering into the

market on the other, the time is right for vehicle manufacturers and suppliers to start developing a killer business package for telematics services with eCall as the core focus." The ACEA is currently proposing different types of eCall solutions in line with the planned voluntary agreement with the EC to introduce eCall as a standard optional feature in all new type, approved vehicle models. These solutions will offer vehicle manufacturers flexibility in terms of cost and features to build a telematics service package and price it cost efficiently for end consumers. The range of solutions will also allow vehicle manufacturers to offer them for existing and new vehicle models, thereby boosting the market for eCall systems in Europe.

eCall Will Be Offered as an Option on All New Type Approved Models Only

The voluntary agreement between ACEA and EC will be applicable for only all new type, approved vehicles post September 2010 and, in this case, eCall will be offered as a standard option on all these respective models. However, with ACEA proposing different forms of eCall solutions ranging from a mobile phone-based aftermarket solution to premium embedded telematics package, even existing vehicle models now have a solid package to introduce eCall at a cost-effective price.

"The market is poised to achieve 100 percent penetration by 2017," comments the analyst. "By this time, the entire range of telematics services such as eCall, stolen vehicle tracking, pay as you drive, vehicle insurance and remote vehicle diagnostics will enter the growth stage."

Market Sectors

Expert Frost & Sullivan analysts thoroughly examine the following market sectors in this research:

By Telematics-Based Safety System:

- eCall

- bCall

By Geographic Region:

- The United Kingdom

- France

- Spain

- Italy

-Germany

-Belgium

-Netherlands

Technologies

The following technologies are covered in this research:

-eCall

-bCall

-Stolen vehicle tracking (SVT)

-Pay as you drive (PAYD)

-Remote vehicle diagnostics (RVD)

For more information, visit

<http://www.researchandmarkets.com/reports/c89046>.

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