



**Leading Automotive Interiors
Supplier Explored Future Outlook for
Autonomous Vehicle Interiors'
Design & Materials**

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|-----------------|---|
| Client | A leading automotive supplier |
| Industry | Automotive |
| Products | Instrument Panels & Consoles, Door Systems, Headliner & Overhead Systems, flooring etc. |

Background

- The Client wanted to understand the future outlook in relation to design and materials that will be used within interiors of autonomous vehicles

Key Business Questions

- How will interiors for autonomous vehicles look in the future?
- How will the interiors change specifically for instrument panels, flooring, door trims, headliners, overhead systems, consoles, cockpits, etc.

Engagement Scope

| 1 | Market Analysis | 2 | Competitor Landscape | 3 | Technology Landscape and Demand Analysis | 4 | Key Findings and Conclusions |
|--|---|--|--|---|--|---|------------------------------|
| <ul style="list-style-type: none"> ▪ What is the current global scenario of autonomous vehicles? ▪ What is the expected future requirement for autonomous vehicles? ▪ What are some of the immediate changes expected in the automotive industry on account of autonomous vehicles? | <ul style="list-style-type: none"> ▪ Who are the key players and what is their current status in the market? ▪ Who are the current suppliers to the OEMs? ▪ What are the OEMs planning with respect to component sourcing for autonomous vehicles? | <ul style="list-style-type: none"> ▪ What are the technologies which are being used that are expected to continue to be in demand over the next 5 years? ▪ What will be the expected requirements for interior design? ▪ What are the key deciding factors for materials selection? | <ul style="list-style-type: none"> ▪ What is the opportunity for Design and Interiors in the future? ▪ What are the critical success factors? What are the challenges? ▪ What should be the immediate focus in the Design and Interiors market? | | | | |

Research Methodology

Secondary Research


- Conducted desk research to understand the overall market
- Referred paid databases and identified patents for automotive interiors

Primary Research


- 20+ Telephonic interview with manufacturers, distributors, industry experts, retailers, consumers, etc.

Sample Analysis


1 Market Analysis



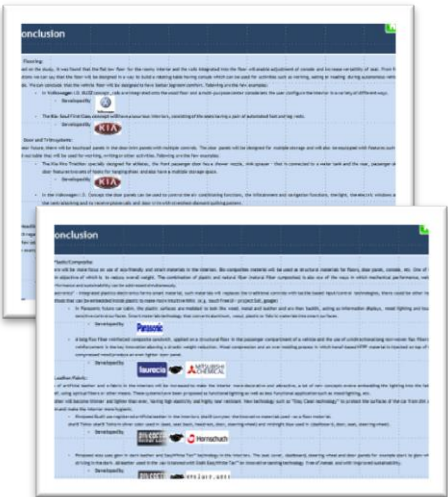
2 Competitor Landscape



3 Technology Landscape and Demand Analysis



4 Key Findings and Conclusions



Benefits to Client

- Based on the study and recommendations, the product development team is considering new materials and designs to address future market needs
- By understanding future requirements for design & materials which OEMs have not identified yet, the client secures a strategically favorable position in the ecosystem

Thank you

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