



Opportunity Analysis & Future Outlook: Hybrid Tailored Blanks

Case Study

Client	A leading metal solution provider for the automotive industry
Industry	Automotive
Products	Tailored blanks and tailored weld coils

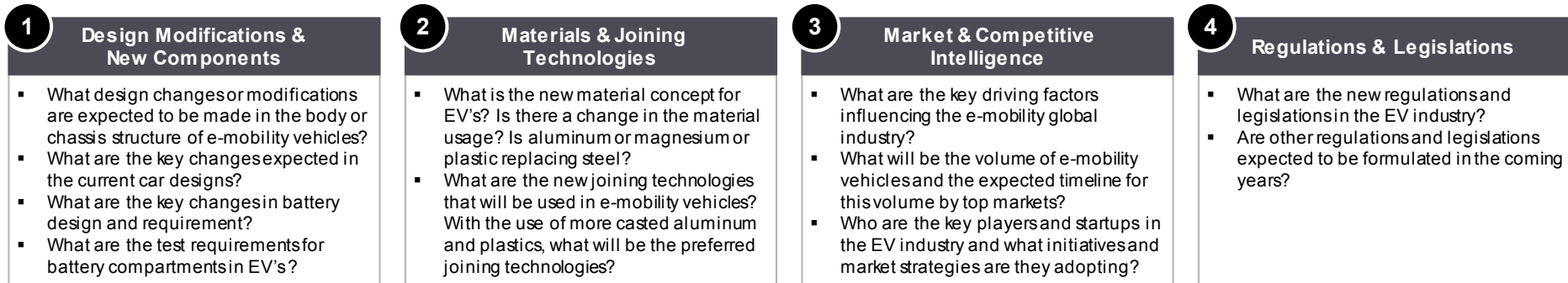
Context

- The client wanted to gain in-depth insights related to new vehicles and component design changes/modifications, technological changes, and new material impact on the Electric Vehicle (EV) industry.
- The client also wanted to determine any new and efficient material joining technologies that can impact the metal manufacturing industry.

Key Business Questions

- *Design Modifications:* What design changes or modifications are expected to be made in the body or chassis structure of e-mobility vehicles as compared to the current car designs?
- *New Components/Parts:* Which new components will be used in the EV's and what are their design requirements?
- *Materials:* What is the new material concept for EV's and is there a change in the material usage?
- *Joining Technology Analysis:* What are the new joining technologies that will be used in e-mobility vehicles?
- *Market Analysis:* What will be the volume of e-mobility vehicles and the expected timeline for this volume by top markets?
- Regulations & Legislations
- Key Player Ecosystem and their Initiatives (Automaker & Tier-1)

Engagement Scope



Research Methodology

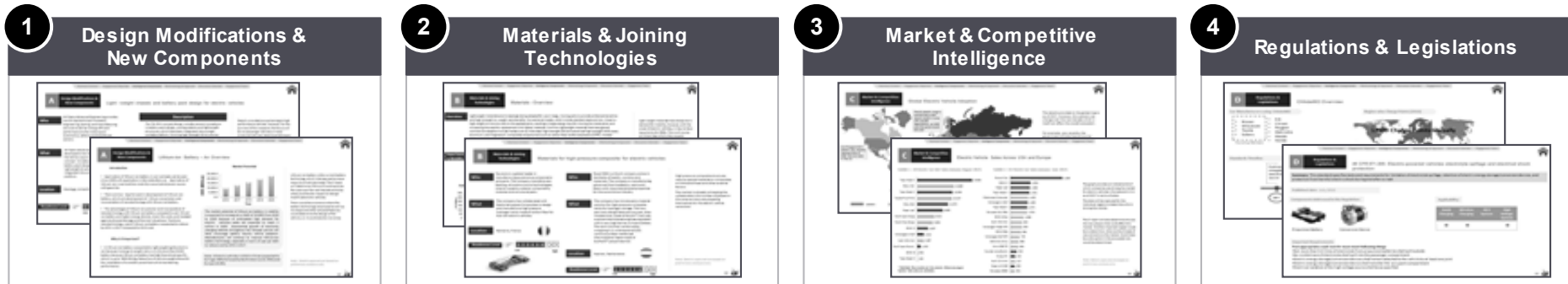
Secondary Research

- Conducted desk research to understand the current and future design modifications and requirements of the EV industry
- Referred to paid databases and identified patents to gain information regarding different materials and technologies, solutions, and use-cases
- 20+ telephonic interviews conducted with industry experts, manufacturers, distributors, suppliers, consumers, etc.

Benefits to Client

- The client received inputs regarding the current and future vehicle and component design trends in the EV industry and crucial market analysis spectrum of the global EV adoption status.
- A benchmarking of the design modification/requirement, along with a timeline (short, medium, and long-term) framework, helped the client determine which product portfolio should be focused on the next few years.
- The client was able to obtain key insights with respect to new materials and advanced joining technologies that might impact the EV industry.
- The go-to-market strategy and opportunity assessment provided by FutureBridge helped the client gain a transparent view of the EV industry and plan growth strategies for the coming years.

Sample Analysis



Thank you

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