



# Solution Landscape, Ecosystem Analysis, and Go-to-Market Strategy: Next-Generation Vehicles

Case Study

<b>Client</b>	Leading automaker
<b>Industry</b>	Automotive
<b>Products</b>	Passenger and commercial vehicles

### Context

- The client wanted to acquire a comprehensive overview of dimension, design, and features/functional requirements for compact SUVs by 2022 across various target countries/regions.

### Key Business Questions

- What would be the overall dimension requirements?
- What would be the overall design requirements?
- What would be the overall functional requirements?
- What are the common differentiated requirements across select regions in scope?
- What are some of the key initiatives that OEMs are presently undertaking?
- What are the new design and features used in concept vehicles?
- Are there any requirements and regulations for compact SUVs across targeted regions?
- What are the customers requirements with respect to compact SUVs across each region?

## Engagement Scope

1

### Exterior Design Concepts

- Current design concepts for compact SUV vehicles in targeted regions
- Future trends in the exterior designs of compact SUV vehicles
- Customer design requirements in target regions

2

### Dimension Specification

- Dimensions and notable design features in compact SUVs across each region
- Future trends expected
- Regulations with regard to dimensions of SUVs in each region

3

### New Features & Innovation Landscape

- New design innovations and concepts in compact SUVs manufactured by automakers
- New features adopted/integrated

4

### Key Findings & Conclusions

- Interior and exterior solutions
- Expected time-to-market for all key features of SUVs in each of the targeted regions
- New go-to-market strategies and impact across targeted regions

## Research Methodology

### Secondary Research

- Conducted desk research to understand the overall interior and exterior design features of compact SUVs
- Referred to paid databases and identified patents for obtaining information on new designs and concepts

### Primary Research

- 20+ telephonic interviews conducted with technology providers, manufacturers, distributors, industry experts, designers, etc.

## Benefits to Client

- The client acquired an in-depth overview on the interior and exterior design requirements of compact SUVs across various targeted regions.
- Future trends analysis offered by the FutureBridge team provided the client with new insights as to which technology, design, and features need to be integrated into vehicles.
- The client was also able to obtain a clear understanding of customer requirements in targeted regions.

## Sample Analysis

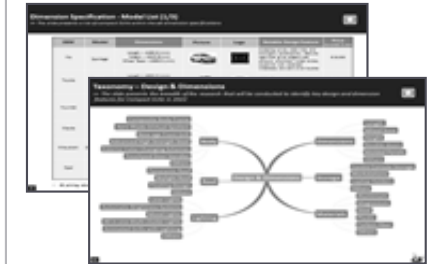
1

### Exterior Design Concepts



2

### Dimension Specification



3

### New Features & Innovation Landscape



4

### Key Findings & Conclusions



# Thank you

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