



Technology Landscape & Future Outlook – Alternate Fuels

Case Study

Case study: Technology Landscape & Future Outlook – Alternate Fuels

Client	Leading automotive OEM
Industry	Automotive & transportation
Products	Passenger cars, commercial vehicles, and mobility services

Context

- The client wanted to understand the current state-of-the-art alternative fuel technologies/advanced technology vehicles under research & development.
- The client was also focused on assessing the future scenario of alternative fuel technologies.

Key Business Questions

- Which type of alternate fuels could impact the automotive industry in the future? What are the emerging trends?
- How are alternative fuel technologies compared with each other w.r.t. energy efficiency, ecological reasons, cost reduction, engine efficiency, drivers and restraints, pros & cons assessment, etc.?

Engagement Scope

1

Technology Landscape

- Landscape of alternative fuel technologies – commercialized as well as technologies under research & development
 - Advantages and disadvantages
 - Driving factors/enablers
 - Restraints/challenges
 - Target markets – Global (Europe, the US, and Asia)

2

Benchmarking & Comparative Analysis

- Benchmarking of alternative fuel technologies to assess their future potential application using quantitative and qualitative assessment
- Market parameters include – current use cases, vehicle-in-operation, and cost reduction
- Technical parameters – energy efficiency, engine efficiency, etc.
- Other subjective parameters – advantages, limitations, drivers, challenges, socio-political factors, and ecological factors

3

Future Trends

- Comprehensive assessment of each fuel technology helped understand the potential for future adoption
- Study findings included –
 - Future potential of fuels
 - Industry adoption index
 - Time to mainstream adoption

Case study: Technology Landscape & Future Outlook – Alternate Fuels

Research Methodology

Secondary Research

- Conducted desk research to understand the overall technology landscape for alternative fuels

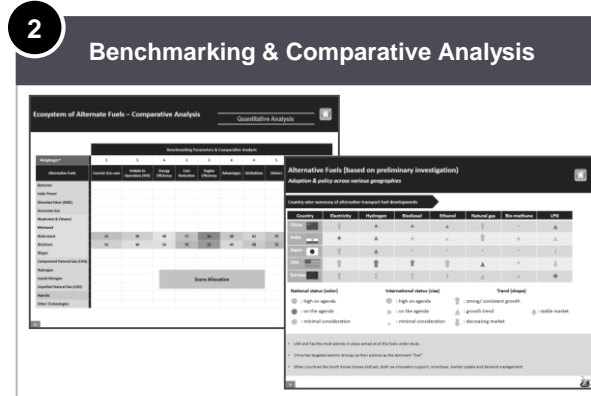
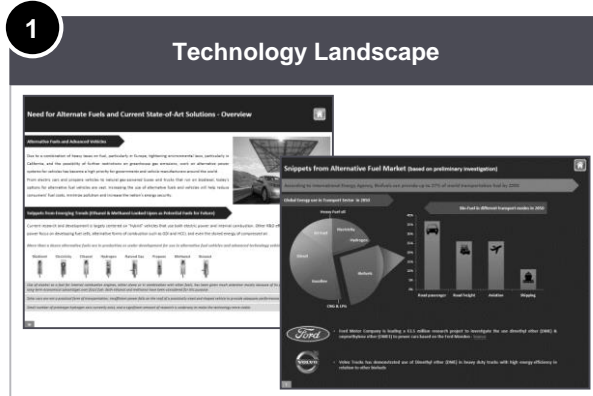
Primary Research

- 30+ telephonic interviews with manufacturers, distributors, industry experts, etc.

Benefits to Client

- The study recommendation led to prioritizing in-house development of alternative fuel-related technologies.
- The study also offered insights on the currently less mature technologies, but with high potential in the future.
- Recommendations offered by FutureBridge helped the client build its supplier readiness framework for new systems/components to different specification fuels.

Sample Analysis



Thank you

North America

55 Madison Ave, Suite 400
Morristown, NJ 07960
USA
T: +1 212 835 1590

Europe

328-334 Graadt van Roggenweg
4th Floor, Utrecht, 3531 AH
Netherlands
T: +31 30 298 2108

United Kingdom

5 Chancery Lane
London EC4A 1BL
United Kingdom
T: +44 207 406 7548

Asia Pacific

Millennium Business Park
Sector 3, Building # 4, Mahape
Navi Mumbai 400 710
India
T: +91 22 6772 5700