



we show you the way

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IC Market Tracking[®]

Car Racks in Western Europe and Russia 2016

Offer October 2016

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Your Benefits at a Glance

- ✓ Overview of the development of the **total market** and the **individual Segments**.
- ✓ **Market Forecasts** for all product segments and regions for the upcoming three year
- ✓ Awareness of **Market Position** and development during the last two years, in comp respect to:
 - Total Market
 - Regional Markets
 - Product Groups and Segments
 - Distribution Channels
- ✓ Information about the most important **Factors of Influence**
- ✓ **Graphic Presentation** of the results facilitates the development of your own strateg









Car Racks in Western Europe and Russia 2015



Product Groups		Distribution Channel	Segment
Racks	Roof Mounted	OEM	Recreational Market
Bike Carriers	Rear Door Mounted	OES	Professional Market
Roof Boxes	Tow Bar Mounted	After Market	
Water Sport Carriers	Magnetic		
Ski Carriers	Rear		
Others	Roof		

For each segment the total market and market shares of the top players for the last two years and forecasts for the next three years are available in the study

Definition and Demarcation

Product Groups	Turnover is stated in 1.000 Euro. Values are always Net-Turnovers (No List-Prices), discounts included	
Racks	Basic racks and decks, roof bars, can be used with other accessories.	
Bike Carriers	Roof-, rear, or tow bar cycle carrier.	
Roof Boxes	Storage in boxes installed on the roof of the car.	
Water Sport Carriers	Carriers for boats, kayak kits, surf kits, etc...	
Ski Carriers	Rear-, roof- or magnetic carriers.	
Others	Other types of car racks. For example: tow bar mounted box, ladder clamps, load stops, board stops, ladder rollers, pipe clamp, door ladders, etc.	

Not included: Dog guards

Distribution Channel

OEM

Original equipment manufacturer, products are sold directly to car producers, e.g. VW, Mercedes, Fiat, Ford, etc.

OES

Original equipment supplier, where you can find other car accessories products: tires, lights, batteries, alarms, wheels, etc. A typical example is Norauto in France

Aftermarket

Distribution channel where car racks are sold as an added value product to other main products. An example is a bike shop where consumers buy bike carries.

Segments

Recreational

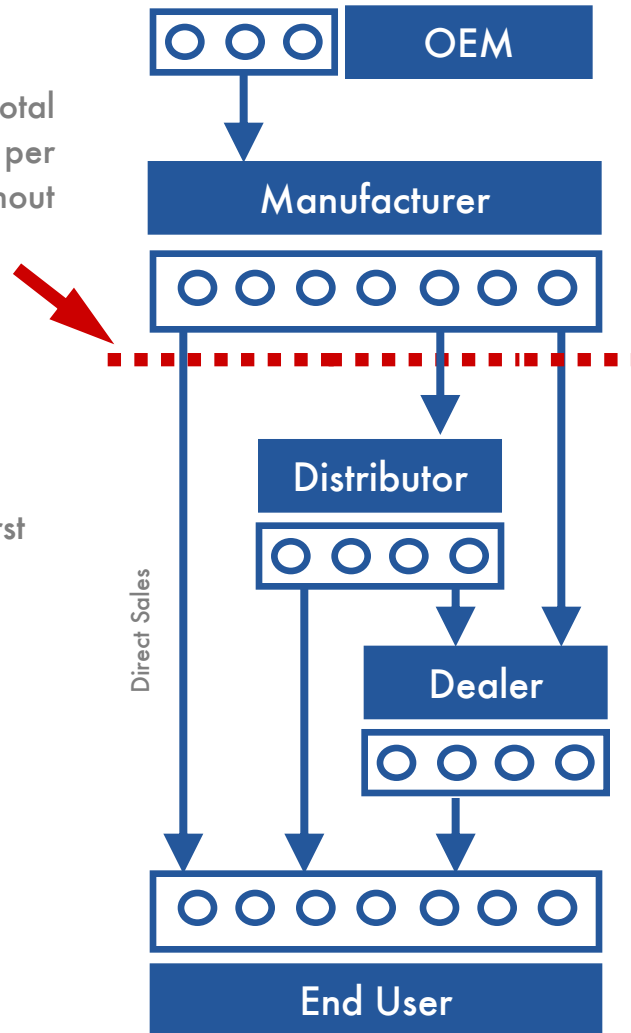
Including all product groups measured in our study. Mainly for installations on cars and vehicles and for private purposes.

Professional

Commercial range, roof bars and accessories for heavy loads, e.g.: ladder clamps, load stops, board stops, ladder rollers, pipe clamp, door ladders, etc.

Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

Sales are segmented by the first distribution partner.



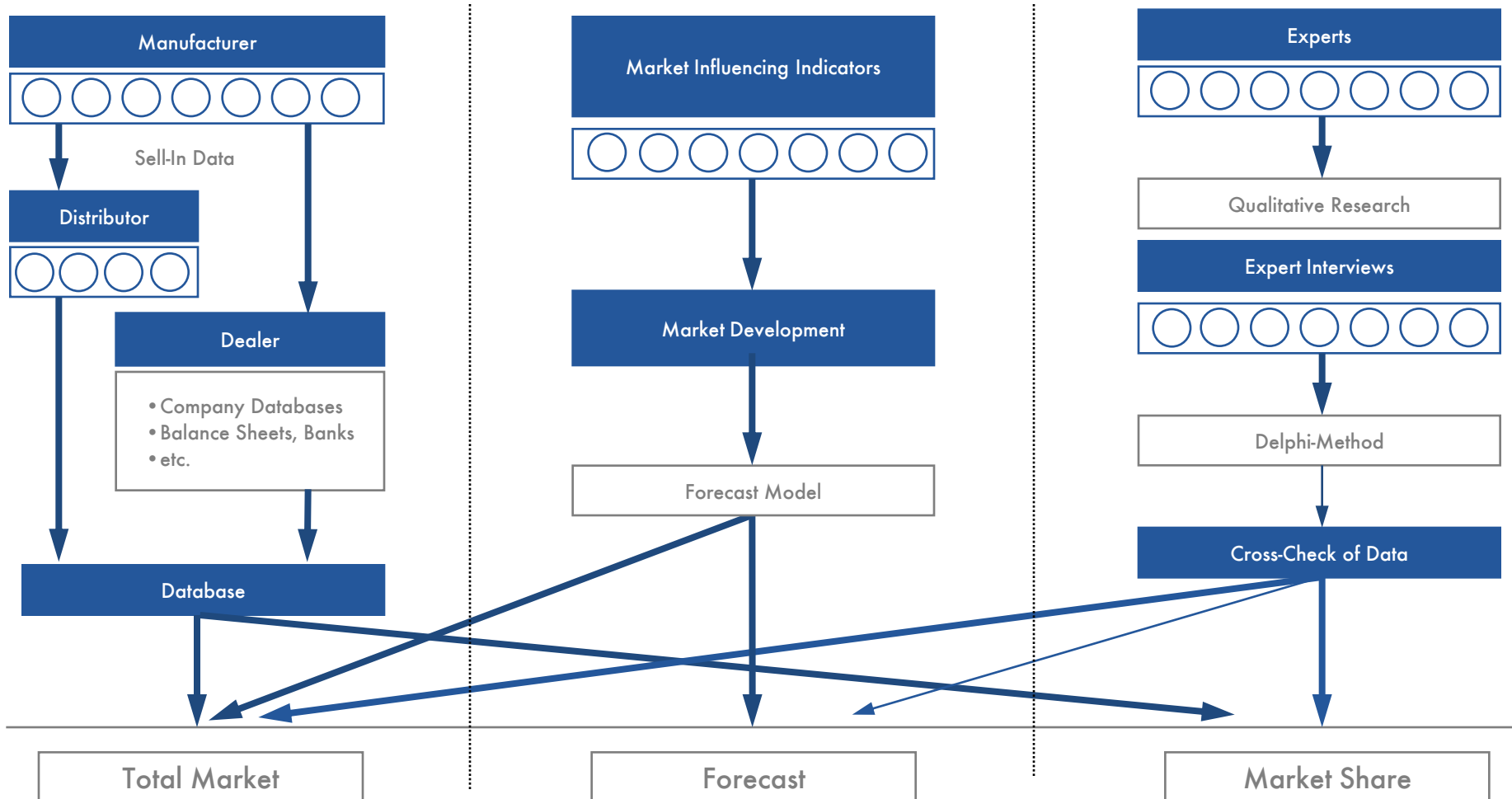
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.

Base of Primary Research by Manufacturers & Experts

Description Structure of Survey Methodology

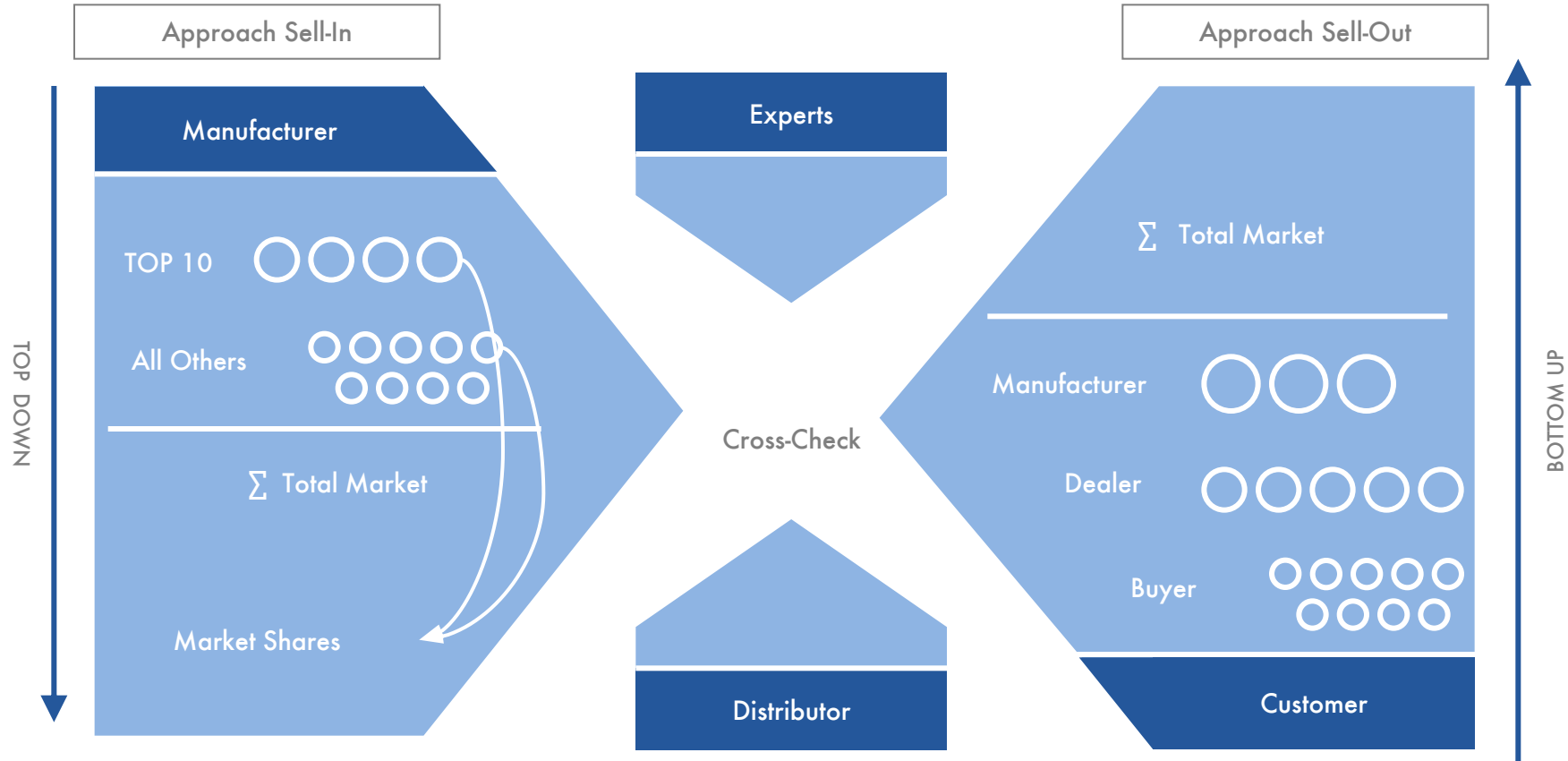
Methodology



Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology

Methodology



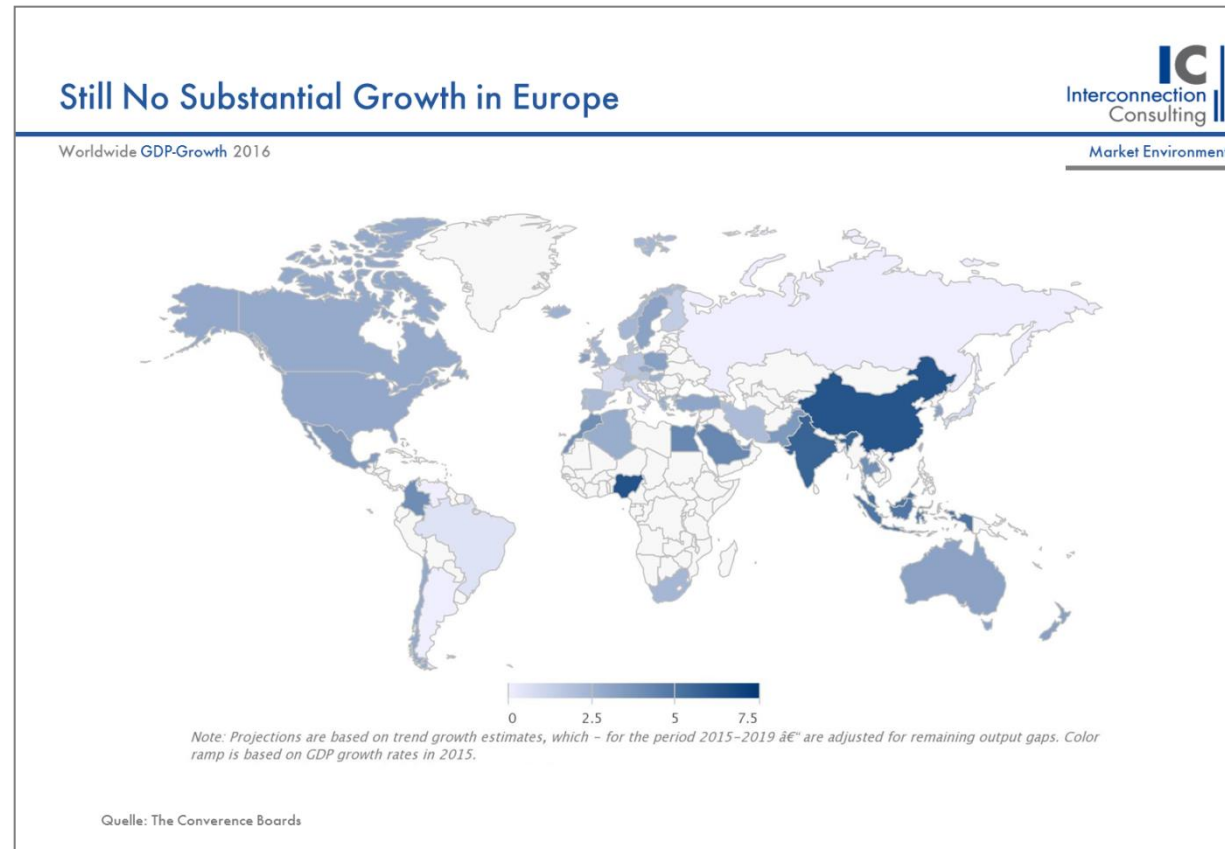
Contents of the IC Market Tracking® CCTV

The IC Market Tracking® is modularly built and consists of the following sections:

- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analyzed in the **Economic Environment**: You will find the most important data on main economic indicators, etc.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as regions, product groups, and ways of distribution. A forecast for the next years is an essential part of this analysis.
- The **Competition Analysis** shows in detail the development of the top companies in the market by finding out about the market shares in different categories, changes in market position, benchmarks, average prices, etc.
- Finally, all data are documented in the table section, also called **Facts & Figures**. Here you will find all absolute and relative sales figures of the top companies in order to check our results. Company profiles provide you with further practical information on the main companies in the market.

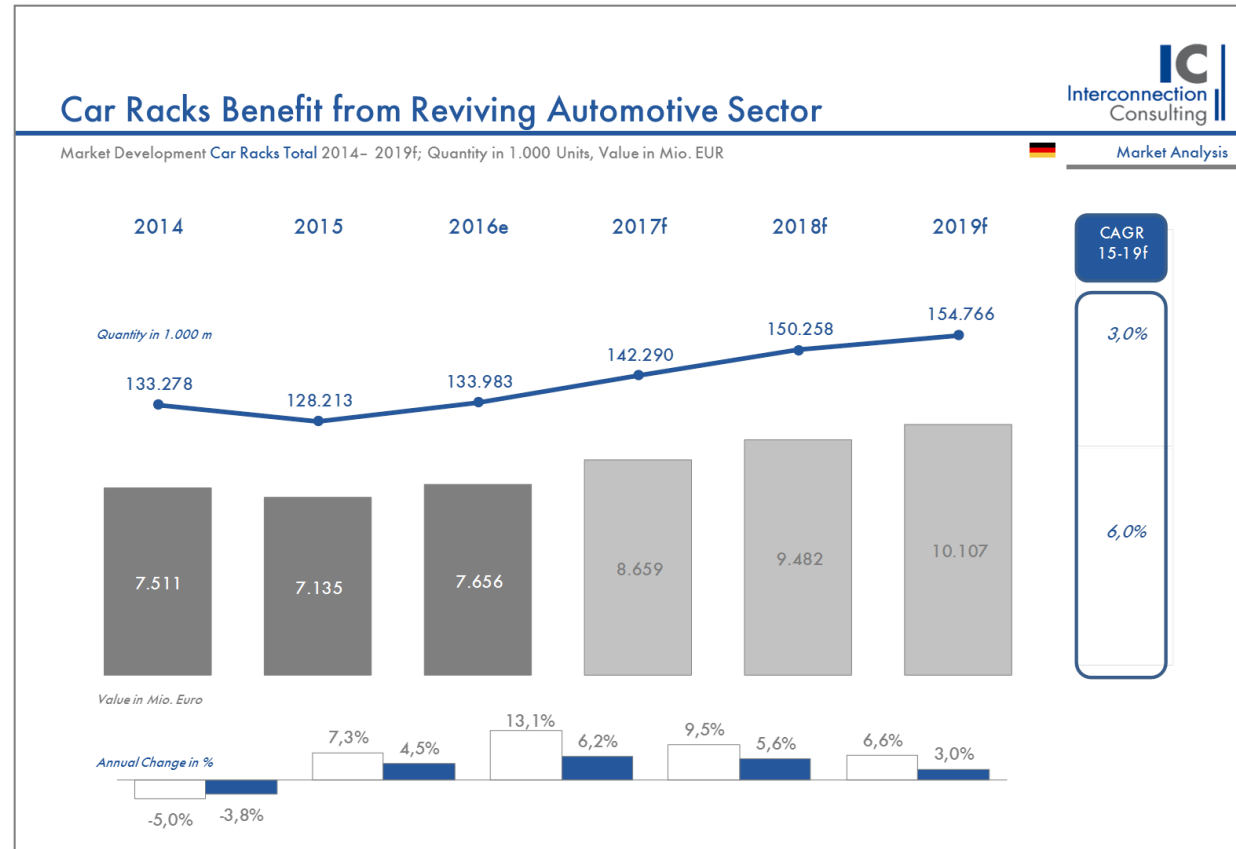
Market Environment Data of our Forecasting Model

- The data for the market environment consists of main factors such as general economy data, demography, income statistics and sentiment indicators.
- This chart shows sample figures.



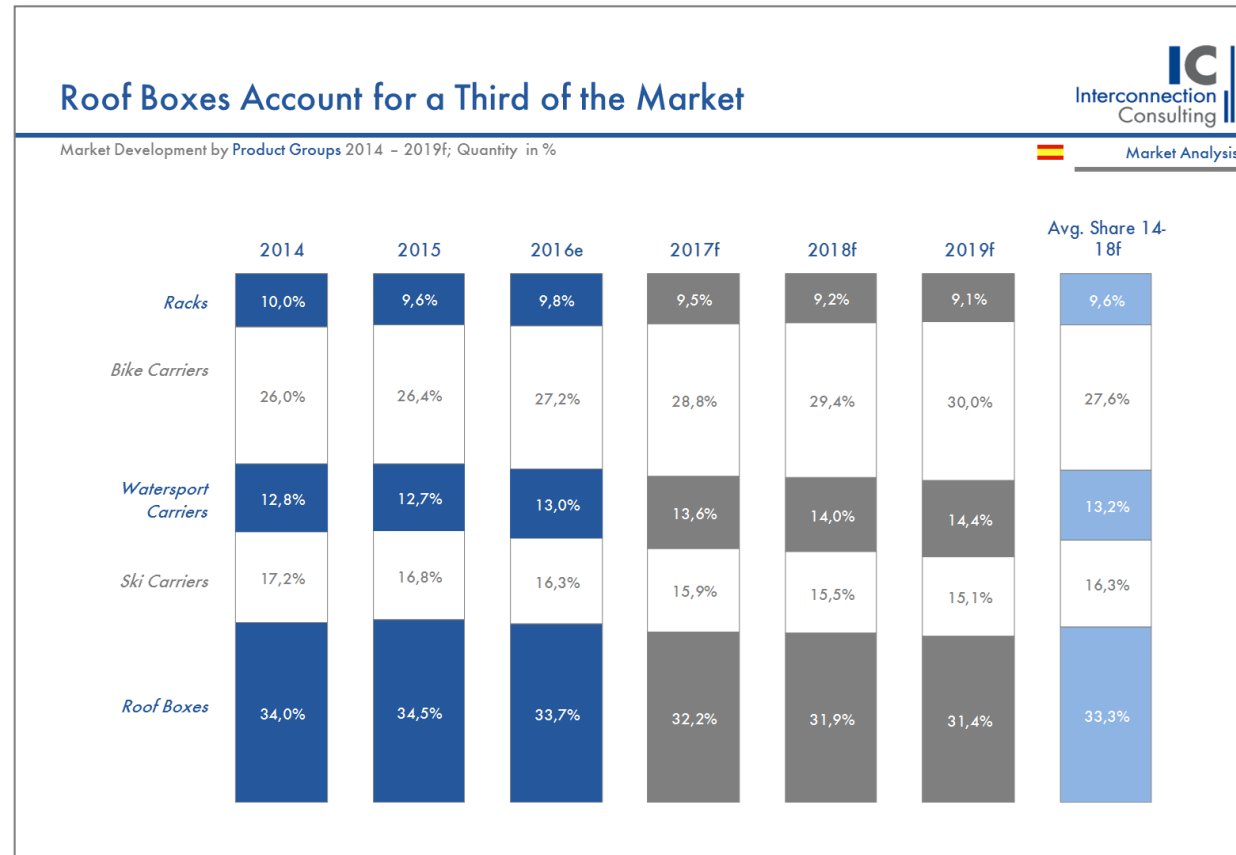
Total Market Development and Forecast

- Overview of the total market until the current year and forecast for the upcoming three years
- This chart shows sample figures.

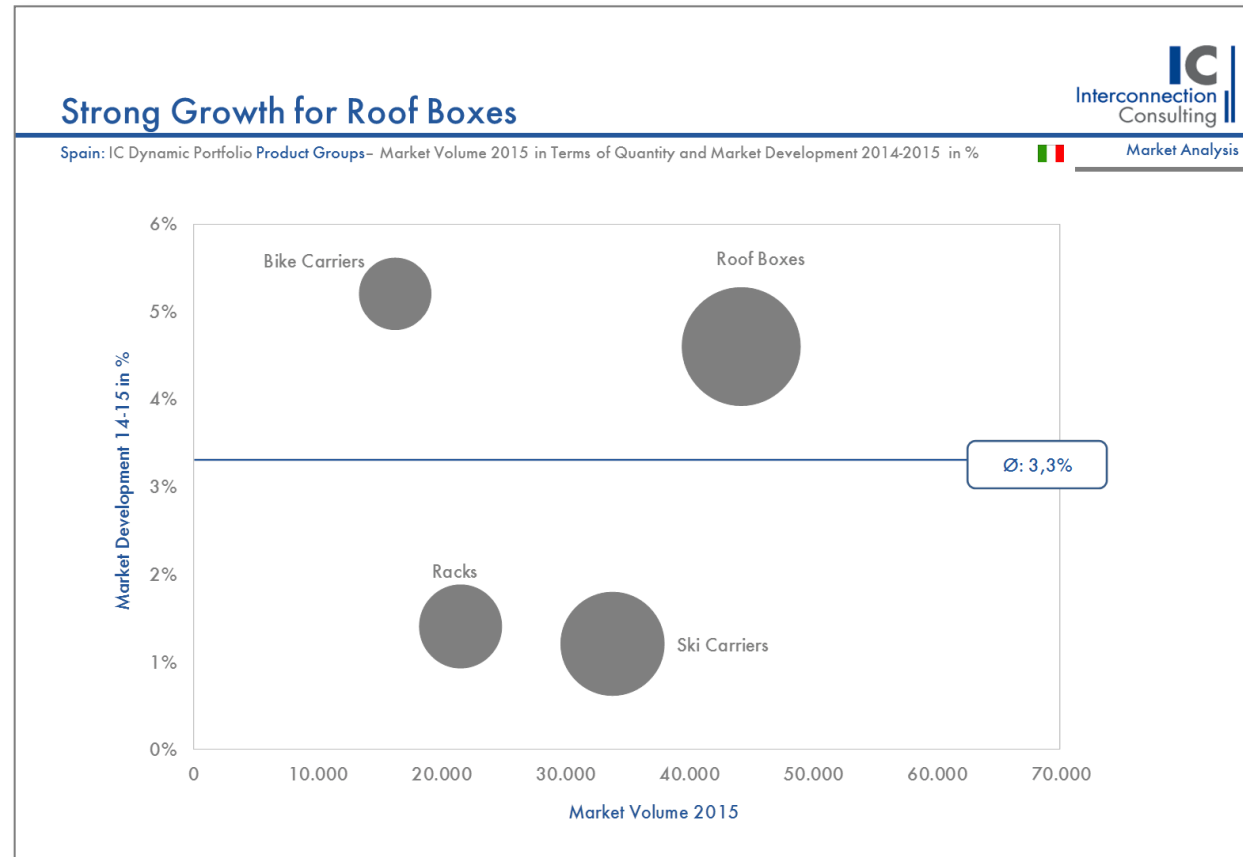


Analysis of Various Product Groups and Segments

- Overview of the development for different product groups, customer segments, etc.
- This chart shows sample figures.

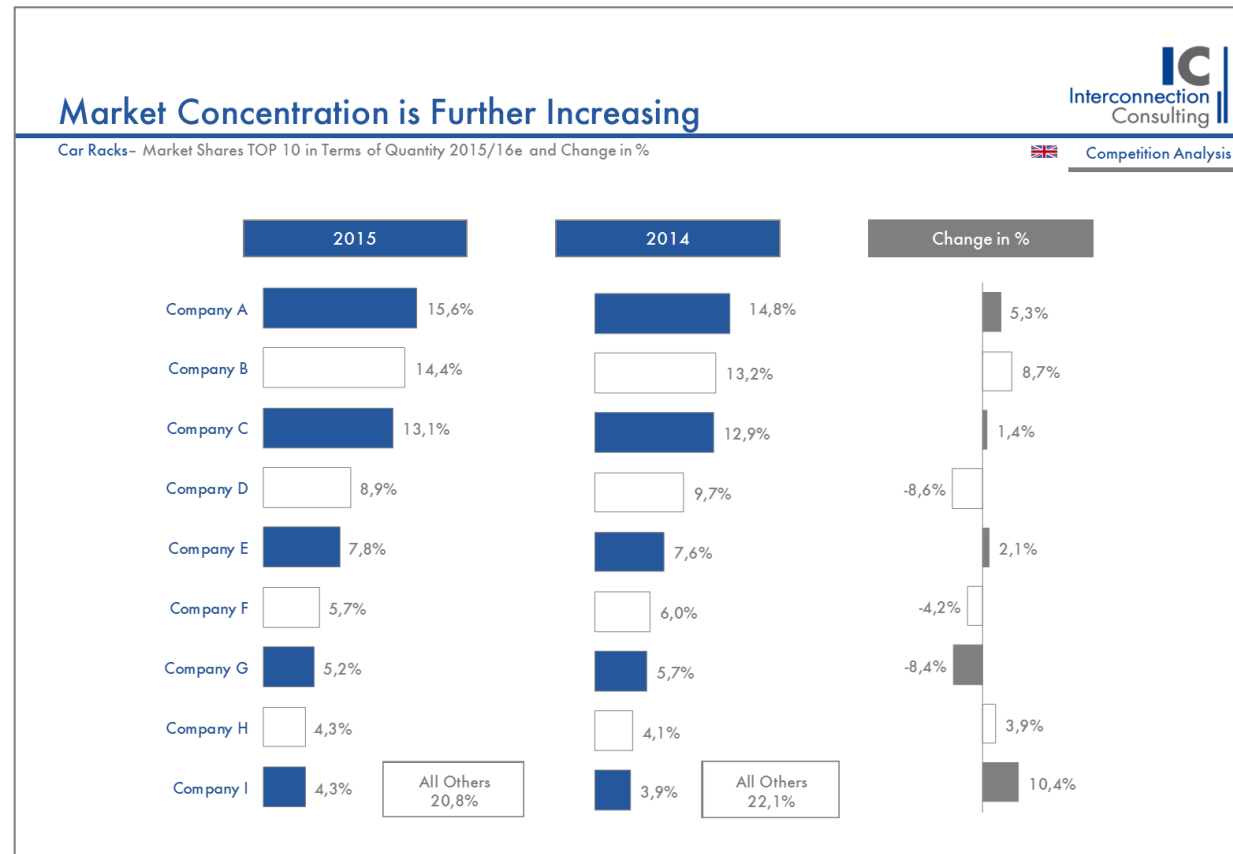


- Dynamic Portfolios for a strategic analysis of the market and segments.
- This chart shows sample figures.



Competition Analysis and Market Shares

- Market Shares of the Top 10 market leaders for the total market as well as product groups and segments.
- This chart shows sample figures.



- Additionally to the visualized report a Pivot Table will be included
- With use of the analyze tool you can individually make selections of the available data to make comparisons of the development on years and segments by your own.
- Pivot tables are available for the competition analysis as well as for the total market and forecasts.

How to use Pivot Tables

1. Generally, the desired sub-categories (i.e. Technology - A) can be selected with the ordinary drop down menus.

Technology	A
Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	
Segments	Results
Segment A	18.592
Segment B	8.434
Segment C	5.310
Segment D	3.290
Segment E	1.332
Total	36.958

2. If you want to analyse a different category (i.e. Technology), click on the gray field and drag it down to the table.

Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	Technology		
Segments	A	B	C
Segment A	3.290	5.452	7
Segment B	5.310	8.925	21
Segment C	8.434	10.794	
Segment D	18.592	14.624	13
Segment E	1.332	2.229	6
Total	36.958	42.025	47

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Netherlands	€ 2.950,-						
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* Annual price for at least two orders of the study (order year and the following year). The subscription can be cancelled after two purchases of the study, but not later than at the 31.12. of the year in which the last study has been received. Price changes must be announced by Interconnection at least two months before the issue of a new study. In case of not-cancellation the subscription extends for a further year automatically.

** Prices with regards of the scale of discounts.

Price includes an interactive PDF in electronic form. All prices shown excludes sales tax.

Interconnection Delivers Data for Company Decisions

- Interconnection is the leading institute for market data in the automotive industry.
- Our studies support the leading companies in the determination of targets, definition of marketing strategies, competition monitoring and control of marketing actions.
- Interconnection draws its Know-how from over 100 international market studies per year and a number of Ad-hoc studies in the automotive industry.
- Next to market data we offer for the Industry branch Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also in the implementation of data in the development of marketing strategies.



Selected References of our Market Reports

RECARO

DAIMLERCHRYSLER



Lufthansa



MAGNA STEYR



Market Analysis



Market Volume
Market Shares & Entry
Competition Analysis

Distribution Analysis



Channel Map
Distribution Matrix
Margins

Customer Insight



Focus Groups
Buying Motives
Customer Benefits

Market Forecasts



Indicator Models
Life Cycle Models
Econometric Analysis

Brand Analysis



Brand Scorecards
Brand - Triangle
Brand Affinity

Customer Satisfaction



Importance/Satisfaction
Portfolios
Customer Loyalty
Customer Typology

Price Research



Price-Sales-Function
Price-Simulation-Tool
Optimal Pricing

Webverstärker



E Commerce Insights
Search Engine Marketing
Web Channel Analysis

For further questions,
please do not hesitate to contact us!

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