Interconnection Consulting

IC Market Tracking
Automotive
Air-conditioning Worldwide
2018

www.interconnectionconsulting.com

Your Benefits at a Glance

- ✓ Overview of the development of the total market and individual segments.
- ✓ Market Forecasts for all product segments for the upcoming three years, based on our econometric models and with respect to:
  - Total Market
  - Regional Markets
  - Technology Type (Manual/Semi-automatic, Automatic)
  - Vehicle Type (Passenger Vehicles, Commercial Vehicles, Off-Highway Vehicles)
  - Component Type (Compressor, Evaporator, Drier/Receiver, Condenser)
  - Distribution Type (Direct vs Indirect)
  - Competition Analysis (Overview of the market shares of the top 10 companies in the industry for the years 2015 and 2016 in terms of both volume and value)
- ✓ Information about the most important Factors of Influence.
- ✓ Graphic Presentation of the results facilitates the development of your own strategies.
- ✓ Pivot (excel tables) for all the mentioned segments suitable for interactive research.

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Automotive Air-conditioning Worldwide 2018

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Poland | Czech Republic | Slovakia | Sweden | Germany

Italy | Spain | UK | France | Sweden

Turkey | Russia | Korea | Singapore

USA | China | Japan | Mexice

Brasil | India

Technology Type	Vehicle Type	Component Type	Distribution Type
Manual/Semi-automatic	Passenger Vehicles	Compressor	Direct
Automatic	Commercial Vehicles	Evaporator	Indirect
	Off-Highway Vehicles	Drier/Receiver	
	Construction Equipment	Condenser	
	Agricultural Tractors		

Definition and Demarcation

Product Types	
Manual/Semi-automatic	You can manually turn on the air conditioner, select the temperature you want, and adjust the fan speed.
Automatic	The whole air-conditioning system is fully computerized.

Vehicle Type	
Passenger Vehicles	
Commercial Vehicles	
Off-Highway Vehicles	Construction Equipment, Agricultural Tractors

Product Types	
Direct	All direct sales to the end consumer.
Indirect	Indirect sales refer to the sale of a good or service by a third-party, such as a partner or affiliate, rather than a company's personnel.

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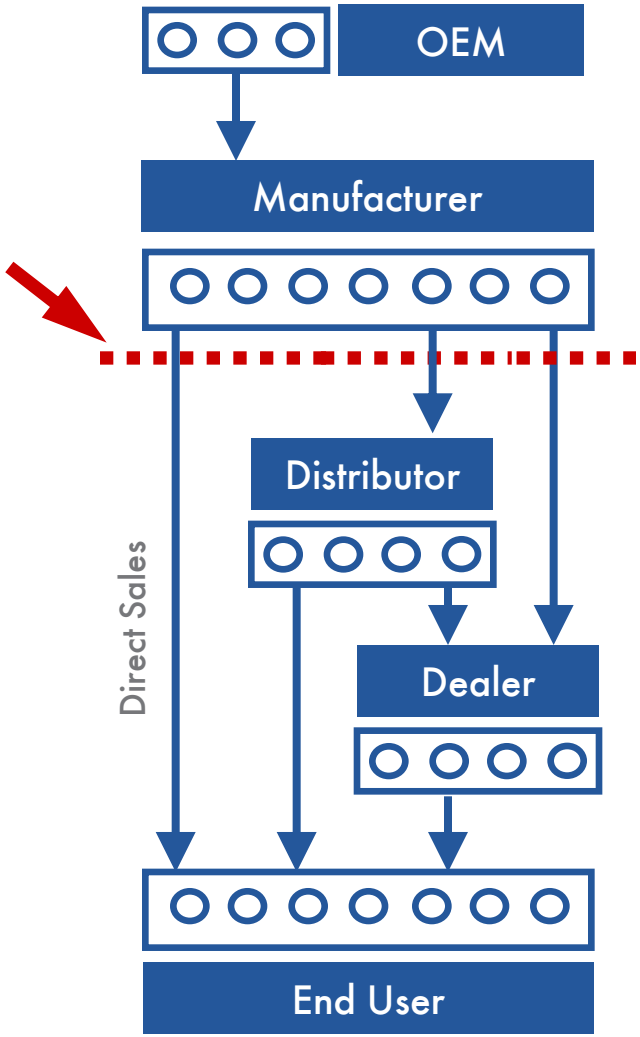
Methodology

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.

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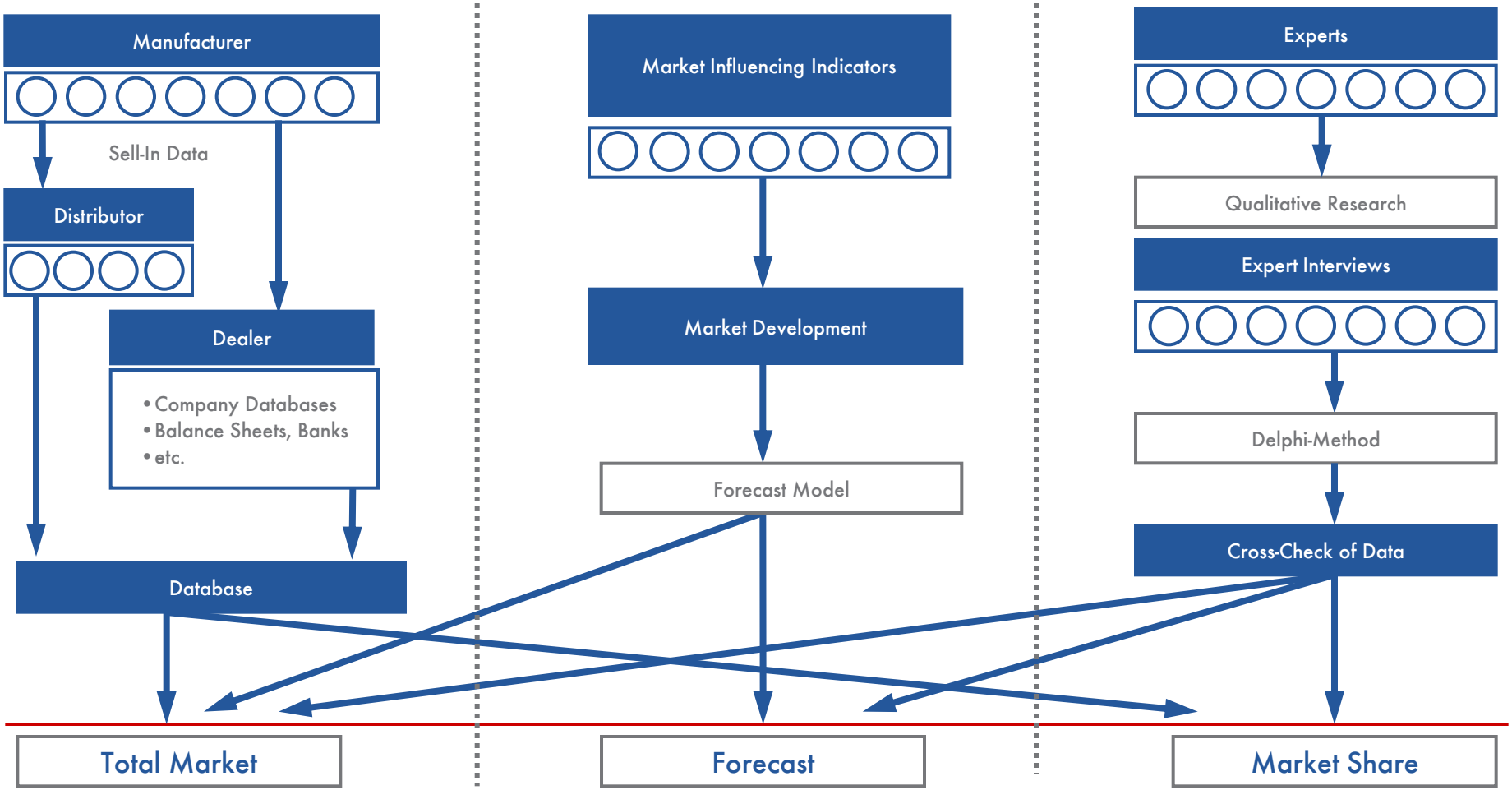
Base of Primary Research by Manufacturers & Experts

Description Structure of Survey Methodology



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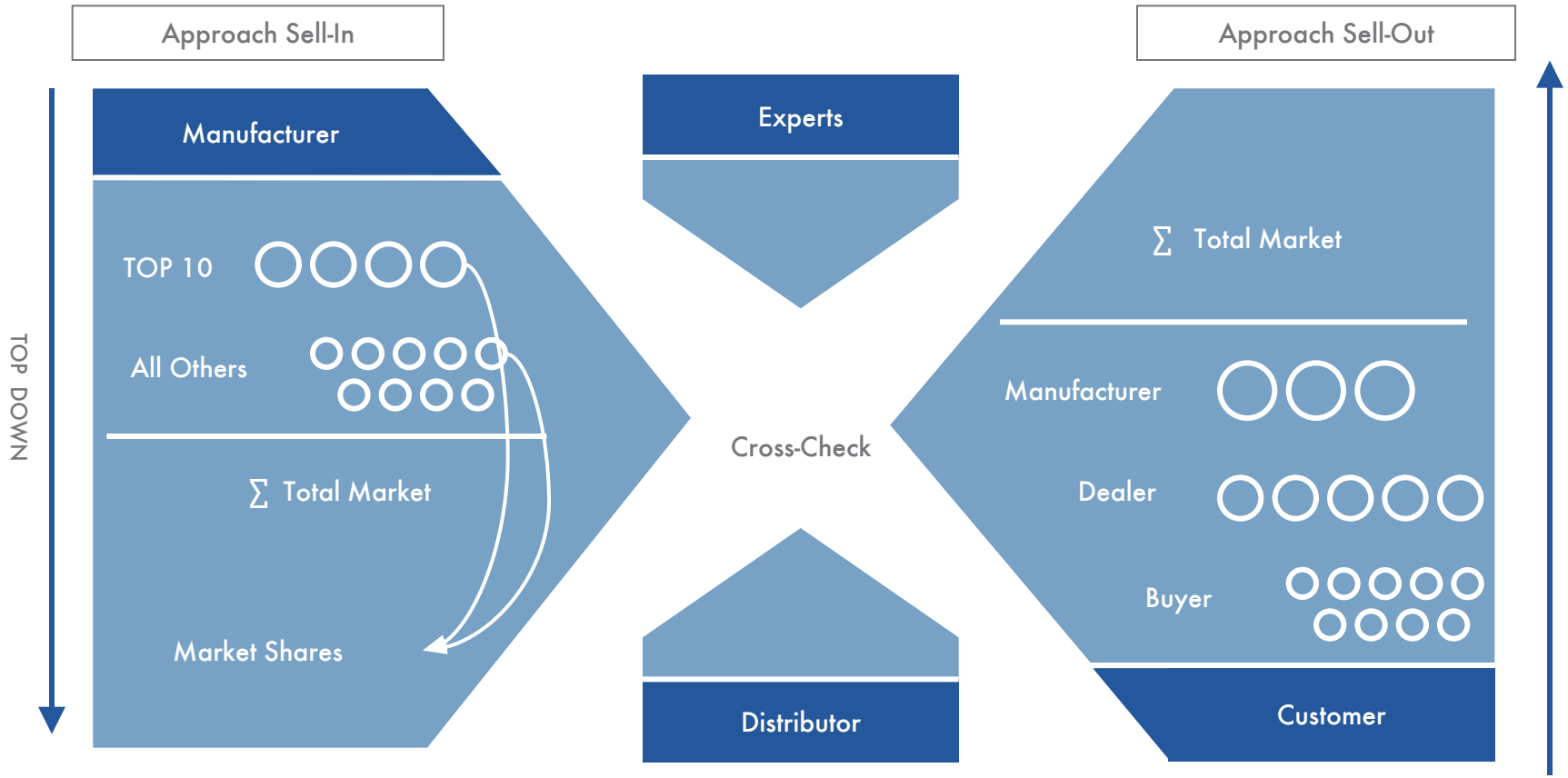
Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology



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Contents of the IC Market Tracking® Automotive Air-conditioning 2017

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

- The Introduction shows 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 analysed 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.

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Market Environment Data of Our Forecasting Model

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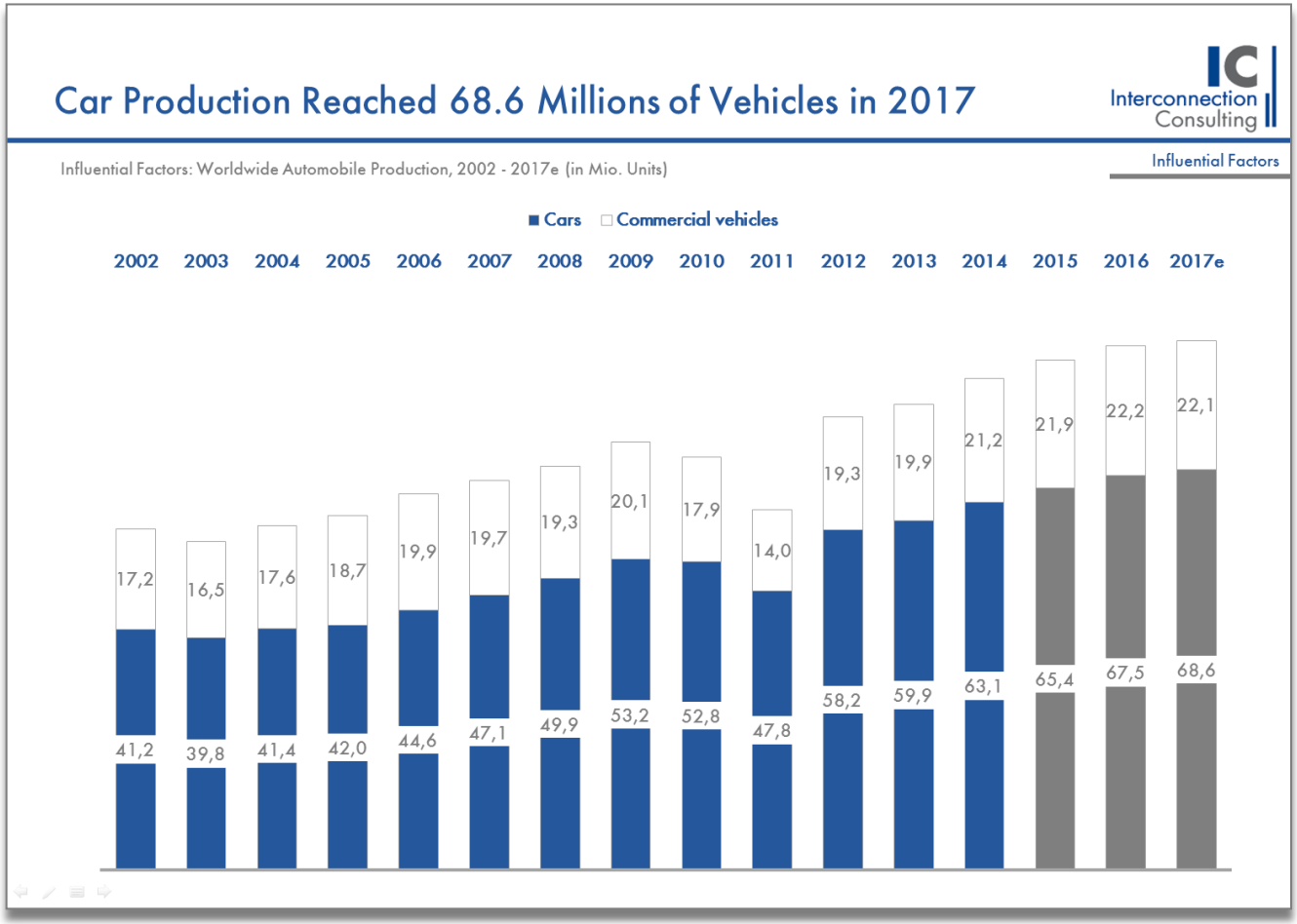
Sample Charts

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



Total Market Development and Forecast

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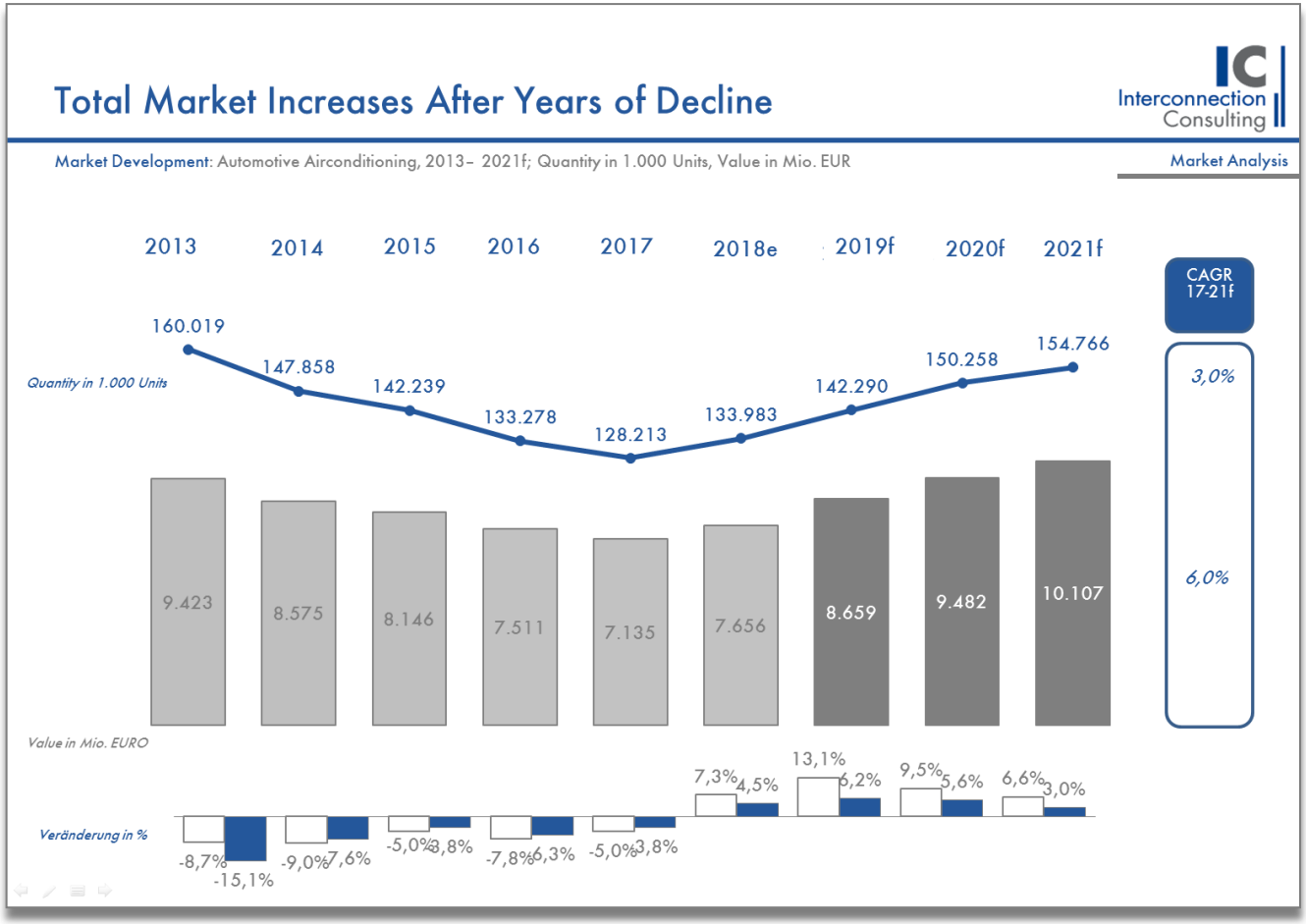
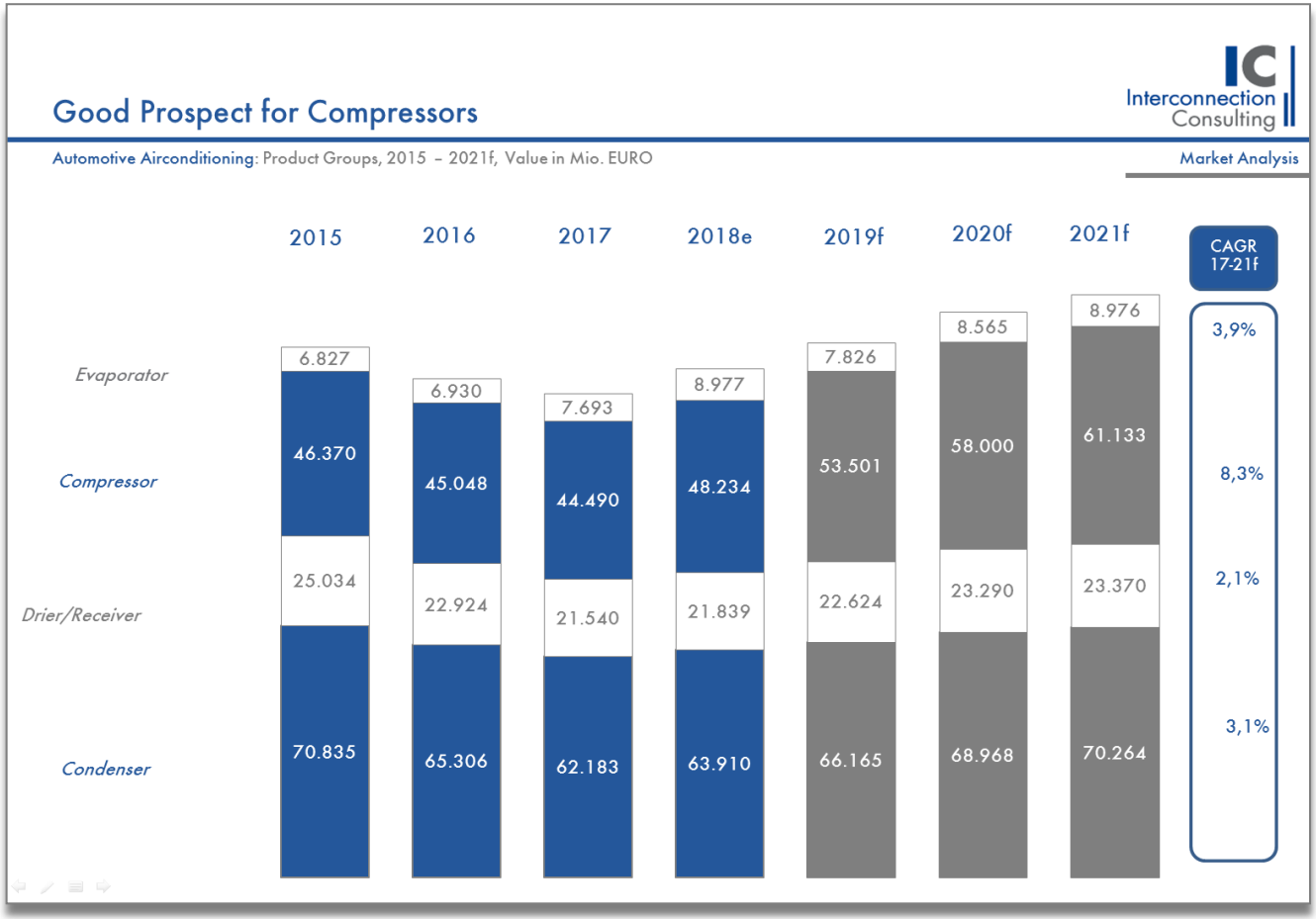
Sample Charts

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



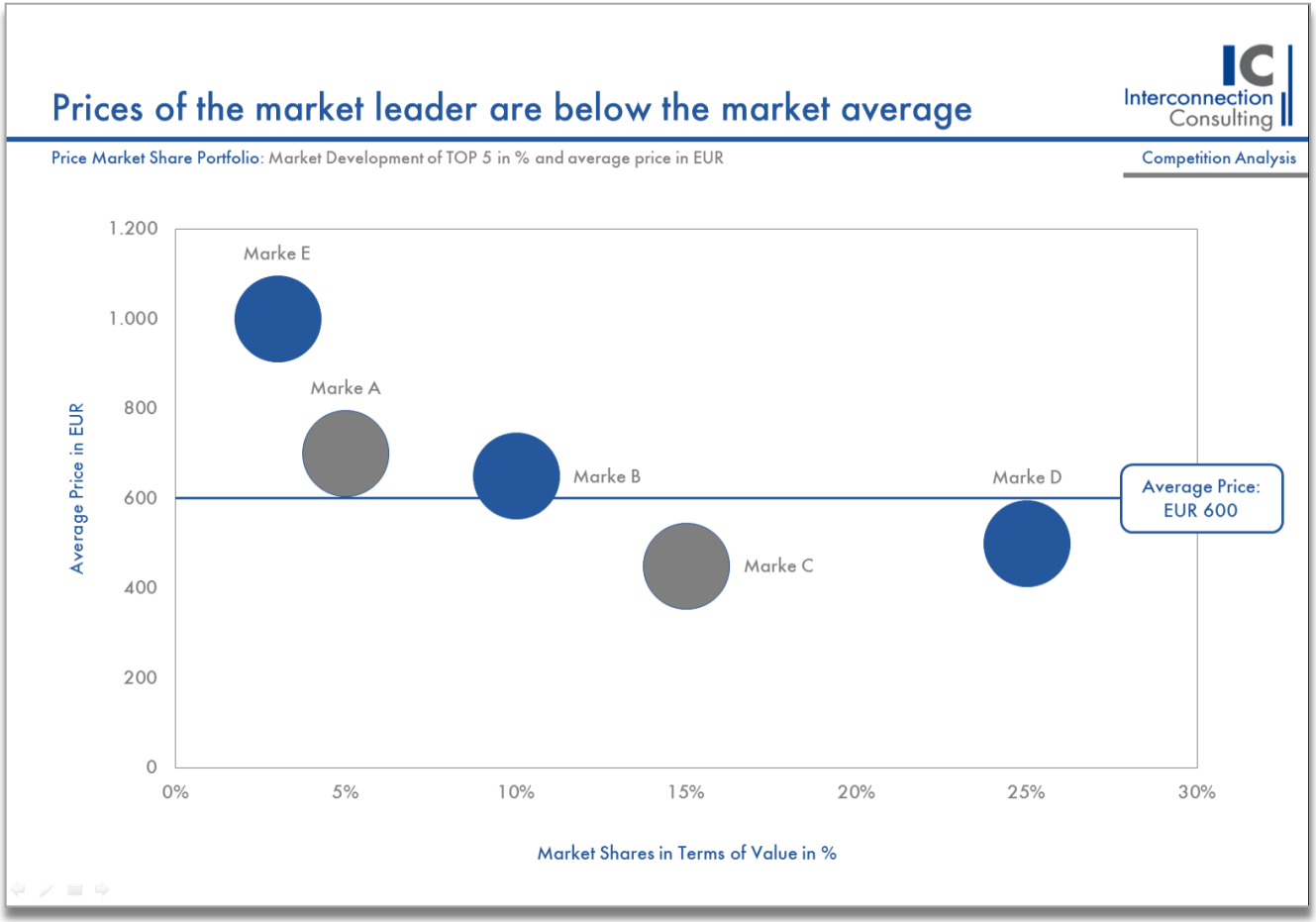
Product Group Development

- Overview of the total market until the current year and forecast for the upcoming three years by sub segments.
- *This chart shows dummy figures*



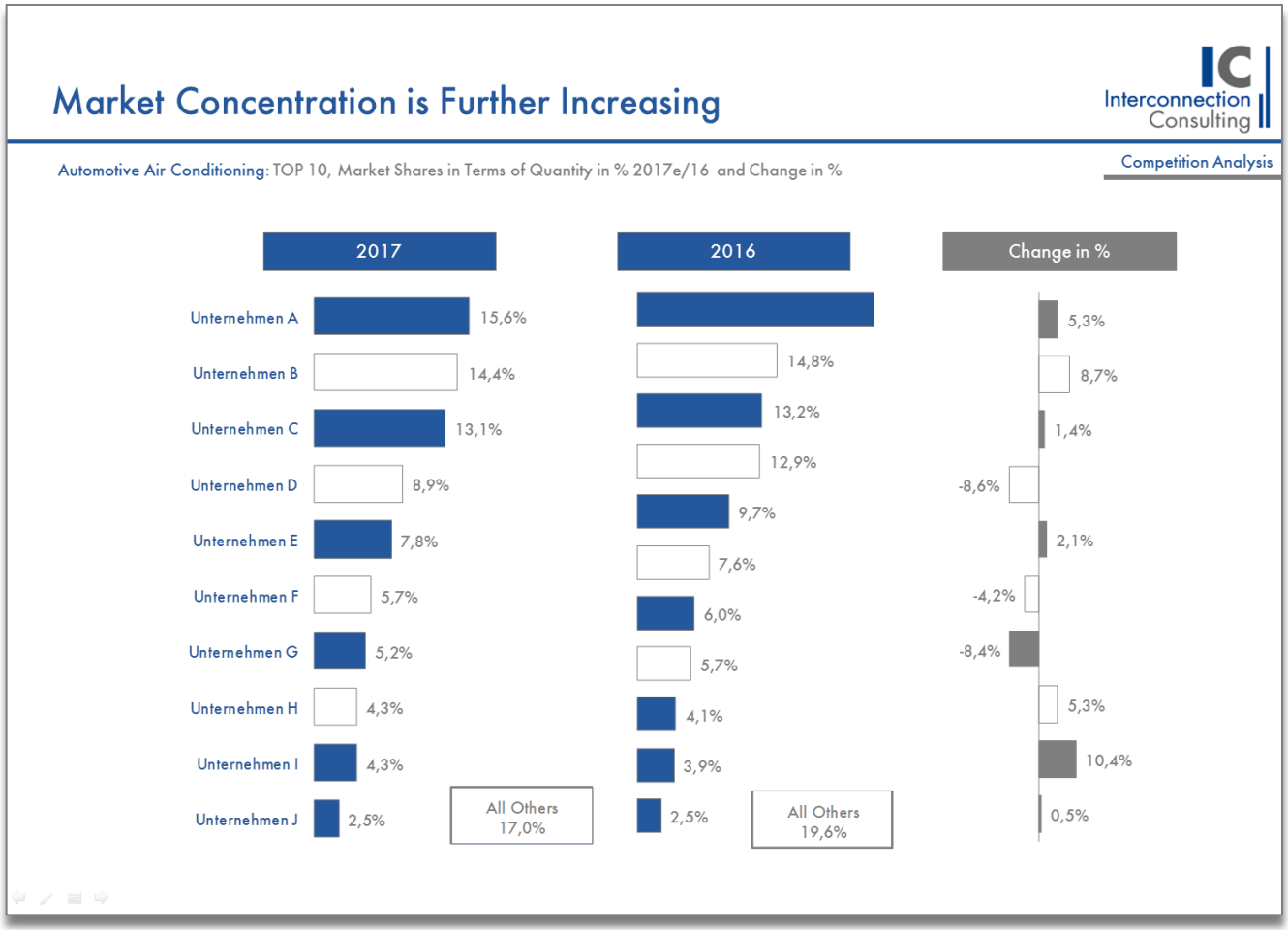
Competition Analysis

- *Detailed representation of the most important companies in the market under investigation by means of market share changes BCG portfolios etc.*
- *This chart shows fictitious numbers.*



Market shares of the top 10 companies

- Overview of the market shares of the top 10 companies in the industry for the years 2015 and 2016
- This chart shows fictitious numbers.



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Pivot Table

- Additionally to the visualised report a Pivot Table will be included.
- With use of the analyse 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)
Ø 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)
Ø 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

Dieses Chart zeigt fiktive Zahlen zur Illustration

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Investment Plan for Your Market Research

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IC Market Tracking® Automotive Airconditioning Worldwide 2018

Preise u. Konditionen

	IC Subscription*	Single Issue	Scale of Discounts	
Category A	€ 2.950,-	+25% for Single Issues	€ 5.000	-10%
Category B	€ 3.950,-		€ 10.000	-20%
Category C	€ 4.950,-		€ 15.000	-30%
			€ 20.000	-40%

Available countries

Category A

GER, ITA, ESP, UK, CZ, FRA, SVK, SE, PL

Category B

RUS, TUR

Category C

KOR, SGP, BRA, JAP, CN, IND, USA, MEX

* IC Subscription: 25% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

** Price taking into account the scale of discount
Price includes an interactive PDF Document. All prices shown exclude sales tax

Interconnection Delivers Data for Company Decisions

- Interconnection is the leading institute for market data in the window industry.
- Our studies support the leading companies in defining targets and marketing strategies, including 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 several industries.
- Next to market data we offer for the construction branch Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also when it comes to translating data into actions, i.e. the development of marketing strategies.

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Our Market-Intelligence Tools

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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

Webverstärker

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

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Advance Through Competence

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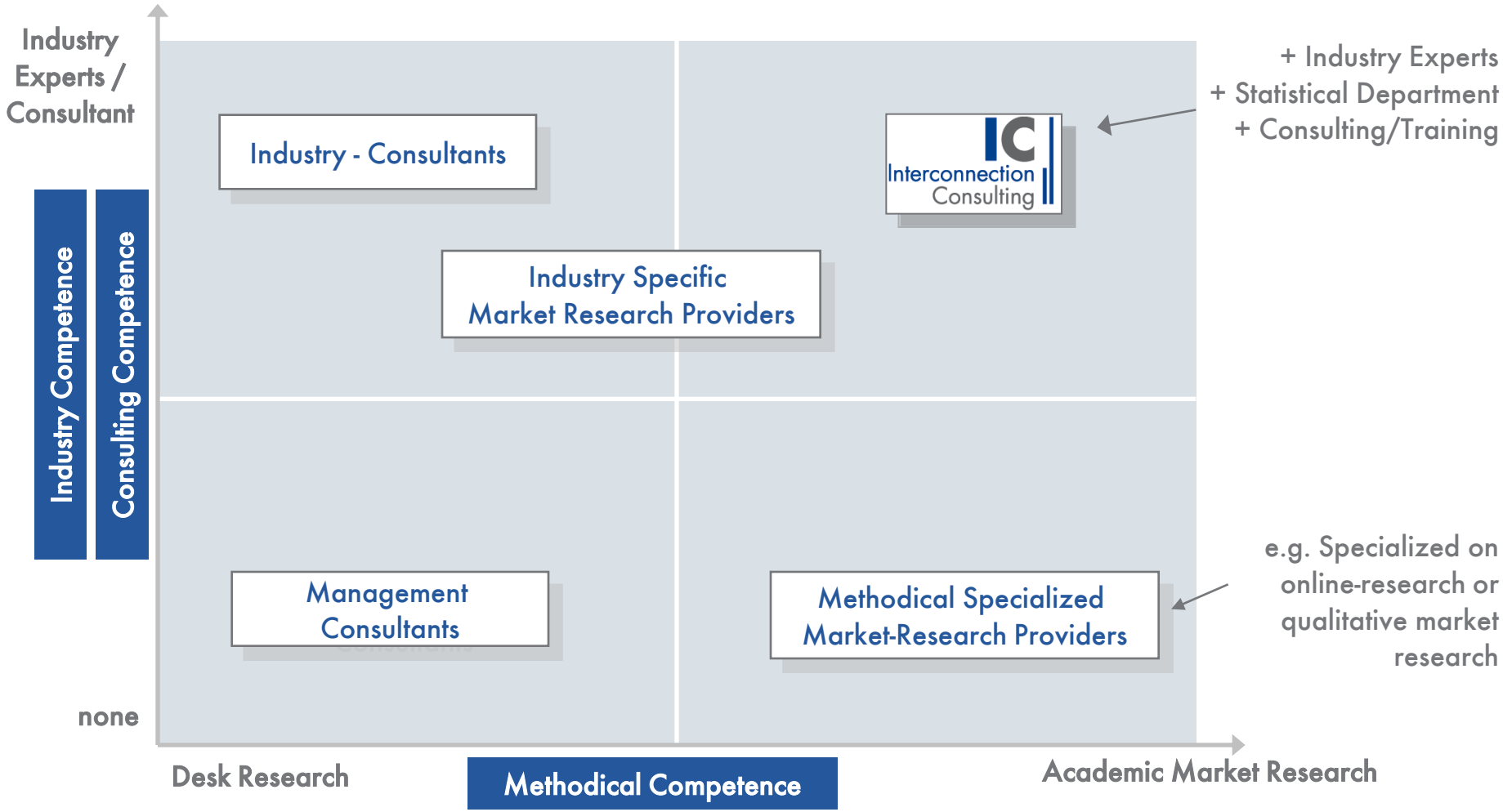
Clear Positioning



Selected References of our Market Reports

RECARO

DAIMLERCHRYSLER

Eberspächer

Shell

Lufthansa

Austrian

MAGNA STEYR

MITSUBISHI ELECTRIC

If there are any questions please
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Anfrage

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