

Electronic Braking Systems Set for Growth in Emerging Markets

Electronic braking systems are set to grow as take-up rises in high-growth automotive emerging markets, according to research undertaken by automotive industry website just-auto.com.

Bromsgrove, UK ([PRWEB](#)) January 4, 2008 -- Electronic braking systems are rapidly gaining share in the automotive industry as automakers look to benefits of improved performance at low cost.

A new study, 'Global market review of electronic braking systems - forecasts to 2013' published by just-auto.com, suggests that the growth in [electronic braking is being driven by the trickle-down of ABS](#) (anti-lock braking system) and ESP (electronic stability system) from luxury to mass-market segments across the world.

While ABS prevents vehicle wheels from locking during braking, and traction control stops the wheels from spinning on acceleration, ESP reduces the risk of skidding in all traffic situations.

Although ESP is already standard equipment on many luxury cars, an increasing number of mid-range and small-cars are being fitted with the unit as optional fitment.

ABS provides a case study in how advanced electronic systems can rapidly filter down to mass-market vehicle segments.

"When ABS was introduced, it was only fitted as optional equipment on high-end luxury models," said Herbert Hemming, executive vice president of the Bosch Chassis Systems Control division. "Now it is standard across all new vehicles within the European Union and in many parts of the world. ABS has made braking safer, and has therefore made a major contribution to reducing accidents."

When Bosch produced the first ever ABS in 1978, it weighed in at just over 6 kilograms. Today, Bosch offers ABS units weighing 1.4 kilograms. The latest ABS technology also operates considerably faster and offers greater levels of safety.

However, fitment rates in emerging markets are mixed, as Dr Ralf Cramer, executive vice president, Electronic Brake & Safety Systems, Member of the Management Board, Continental Automotive Systems, said: "We see a big difference in terms of take rate of ABS in China and Brazil. In Brazil it is still very low. We already have 80% take rate of ABS in China while ESC is slowly growing."

Continental Automotive Systems is also developing "special brakes" for certain emerging markets. Cramer added: "[In the developed markets like Europe, America and Japan](#), we look for technology with high-end functionalities. For the emerging markets such as Brazil, Russia, India and China then, of course, we as an industry strive to bring safety into those car markets, too. That means bringing the cost down. The cars in those emerging markets are typically smaller compared to the premium cars found in the West. Consequently, we have focused on reduced weight and size of braking components. For example, we are developing the MK100 for those markets where we will have 50% less size and 25% less weight yet deliver the same level of performance."

More details of the just-auto report 'Global market review of electronic braking systems - forecasts to 2013 (download)' are available by following link:



www.just-auto.com/electronicbraking

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