



## **Research and Markets : European Vehicle Telematics: Driving the Market Forward**

*Research and Markets (<http://www.researchandmarkets.com/reports/c17796>) has announced the addition of GSM-based Service Providers: A Strategic Review of the Telematics Value Chain to their offering.*

Dublin ([PRWEB](http://www.prweb.com)) May 23, 2005 -- Research and Markets (<http://www.researchandmarkets.com/reports/c17796>) has announced the addition of GSM-based Service Providers: A Strategic Review of the Telematics Value Chain to their offering.

Europe's established service providers are struggling to move their businesses forward because of the continued low fitment rate of telematics and the need to support legacy end-to-end services in their home markets. Relative newcomers, such as Mondial, are achieving greater success by focusing on small sections of the delivery chain that complement their existing activities.

This report provides a critical analysis of Europe's leading service providers and the infrastructure that they have deployed to support vehicle manufacturer's GSM-based telematics systems.

This, the fifth edition of the Service Provider report since its first publication in 2000, also provides readers with a thorough understanding of how E-call and other operator-based services are supported, with a particular focus on effective solutions for pan-European coverage.

Contrary to industry predictions in the 1990s, GSM-based telematics service providers have struggled to move their business forward. Key factors in the slow progress are the low fitment rate of vehicle telematics systems and the burden of having to support legacy end-to-end services.

The report looks in detail at the way the market has developed and the effect it has had on the working relationship between service providers and vehicle manufacturers. The tough conditions have seen a series of high-profile telematics initiatives cancelled by some of the world's largest car makers, including Ford, General Motors and Daimler-Chrysler, and changes in ownership of some of the service provision businesses.

Report author David McClure said: "We show how the market's failure to meet early expectations is dictating a change of approach. While some of the early leaders among service providers have withdrawn or sold their business on, more success is being enjoyed by newcomers to the market who are able to focus on smaller sections of the delivery chain and form effective partnerships with other businesses."

"At the same time, the European Union's ambitions to introduce a pan-European E-Call system have the potential to give the industry new impetus, as all new cars would be required to have a telematics capability, opening the way for additional services to be developed for a higher volume market."

The past and present status of nine leading service providers is analysed and an assessment given of their future prospects.

For more information visit <http://www.researchandmarkets.com/reports/c17796>



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