



## **The Smart Key Industry is Driven by Competition Between Manufactures Rather Than the Demand of the Customer**

*Research and Markets ([researchandmarkets.com/reports/c29020](http://www.researchandmarkets.com/reports/c29020)) has announced the addition of Smart Key System Development & Availability in Europe to their offering.*

Dublin ([PRWEB](http://www.prweb.com)) December 7, 2005 -- Research and Markets (<http://www.researchandmarkets.com/reports/c29020>) has announced the addition of Smart Key System Development & Availability in Europe to their offering.

The new car market is witnessing a rapid proliferation of smart key systems, with around 20 new models launched with the technology in the past year and many more set to follow. Keeping pace with this rapid development, we have incorporated our most recent research and analysis into its indispensable report, Smart key system development and availability in Europe.

This report provides an essential and up-to-the-minute guide to industry best practice with comprehensive data and informed, independent assessment of smart key systems

The new report now features full descriptions of the range of smart key systems newly available to the motorist and demonstrates how they perform against the standards issued through Thatcham by the UK insurance industry, the only official standards yet published in Europe. It also compares and assesses the implications of the different technical solutions.

The rapid adoption of smart key technology has seen all the major vehicle manufacturers offer systems, with the exception, thus far, of PSA Peugeot Citroën. New adopters include Honda, Mazda, Toyota and Jaguar, and Hella has emerged as a new supplier, notably for the latest-generation Volkswagen Passat.

Our market analysis demonstrates that the increase in equipment availability is driven more by competition between manufacturers rather than customer demand, although the greater number of cars on sale with the technology should help bring the relatively high prices down and increase consumer interest and take-up.

**\*\* Due to the confidential nature of the report content, your request to purchase this security report will be vetted by our security team, prior to any sale agreement. \*\***

### **Summary**

A smart key system is a convenience feature that allows the vehicle owner to unlock (smart entry) and start (smart start) their vehicle without using a mechanical key, and without pressing buttons on a remote control keyfob. Although it is not strictly a security feature, the smart key system is integrated into the door locking control, steering lock, alarm and immobiliser so there are potential implications for all aspects of vehicle security.

Smart key systems have been available in Europe since 1999, but there has been a recent significant rise in the number of systems launched, or announced during 2005. As these systems start to become more common on all vehicle segments, it is important for vehicle manufacturers to avoid compromising security for the sake of convenience by using a smart key system.



This report outlines the market trends for smart key systems in Europe and provides a summary of the results to date of an ongoing benchmarking study undertaken by us. The aim of the study is to assess the feature, convenience and security levels of a range of smart key systems and to compare their performance against the UK insurance industry criteria to highlight best practice throughout the industry.

For more information visit <http://www.researchandmarkets.com/reports/c29020>

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