

# 2009 Automotive Powertrain and Body Electronics Semiconductors

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Automotive Markets – Worldwide



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## Abstract

Even as the global automotive industry crisis is running its course, vehicle and electronic systems manufacturers are looking toward the future, by developing new products aimed toward reducing the world's consumption of gasoline and dependence upon traditionally inefficient automotive electronics; HEV powertrains and improving automotive body electronics will demand a higher level of semiconductor complexity and density, such that qualified suppliers will be presented with an attractive range of market opportunities.

Automotive semiconductor products are found in multiple systems, including Safety Systems, Infotainment, Powertrain and Body Electronics, and more, such as in the cockpit electronics sold in the Aftermarket segment. Databeans forecasts that the market for semiconductors in automotive applications is growing at a compound annual growth rate of 11.4 percent. The fastest-growing application market segments include Safety Systems and Infotainment. Currently the largest segment is Powertrain and Body Electronics; based upon revenue, it holds a 42 percent market share.

Whatever the specific hybrid configuration is that ultimately becomes mass-produced, silicon content will be dramatically increased on a per vehicle basis, as more efficient vehicle designs will require more electronics. Semiconductors will play important roles in these vehicles whether they are based primarily upon hybrid-electric or purely electric designs. Databeans estimates that Powertrain and Body will contribute about \$6.6 billion in automotive semiconductor revenue for 2009.

This study is available through individual report purchase for **\$1,800.00 USD**, or available at a discounted rate through our **Databeans Complete Library**, and the **Automotive Market Service**. For our subscription service subscribers, all of our research is backed by a coverage guarantee meaning if you purchase a report and need additional information, our analysts are available to continue the analysis, customized to your organization's needs.

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