2010 Automotive Semiconductors

Semiconductor Applications Service

2010 Automotive Semiconductors

Semiconductor Applications Service

Susie Inouye
Myson Robles-Bruce
Matt Scherer

Publication Number: 10SemiApps-Automotive
February 2010

Reno, NV 89523
Phone: 775.624.6200
www.databeans.net

Abstract

Growth in automotive semiconductor markets is closely tied to growth in light-vehicle production as a whole. Despite peaking in 2007, sales fell in 2008, and even more in 2009, down to 15.4 billion in sales, the largest single decline in the market's history. As the global financial crisis led to a significant slowdown in new vehicle sales and a steep decline in vehicle production in the last four months of 2008 and the first quarter of 2009, IC suppliers acted quickly to slow production in order to cease oversupply. As a result, total inventory levels stabilized somewhat in during the first quarter, and overall production improved somewhat in the second quarter, with the third quarter showing strong growth for semiconductor vendors, aided by the replenishment of the depleted inventories from the previous months.

Global automotive semiconductor revenue is forecast to recover, particularly from strong sales growth in regions such as China, India and Brazil, stabilization in Europe and Japan and recovery in North America. Global light vehicle production is forecast to rise steadily over the near term, from roughly 62 million autos in 2010 to around 76 million in 2015. Over this period, China is forecast to emerge as the key player, with production in China projected to exceed Japan in 2012 and North America in 2016. As global light vehicle production recovers, so too will automotive semiconductor sales, reaching $17.3 billion in 2010.

Also contributing to sustained recovery in the automotive semiconductor market is the continued pervasion of electronics into almost all of the main systems in the vehicle. As consumers demand features that make driving safer and more environmentally friendly, while also adding increasingly sophisticated navigation systems, mobile connectivity, and entertainment, the total IC content per vehicle will increase dramatically.

This study is available through individual report purchase for **$3,500.00 USD**, or available at a discounted rate through our **Total Technology Service**, the **Semiconductor Markets Service**, the **Semiconductor Applications Service**, and the A**utomotive Markets 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.

About Databeans

Databeans, Inc., headquartered in Reno, Nevada, USA, is an internationally recognized market research firm focused on the semiconductor and electronics industry. Databeans publishes over 50 market research reports annually that are available for purchase as individual studies, or bundled together in cost-saving subscription services. Databeans' detailed quality studies, industry leading customer service, and unparallel responsiveness are unmatched in the electronics market research industry.

Benefits of a Subscription Service with Databeans:

Databeans will become an extension of your group

For our subscription services clients, Databeans will help with presentations, fact-finding inquiries, and essentially any project that internal groups may not have the time or resources to accomplish.

Inquiry hours

All our subscription services include inquiry hours, allowing clients to take full advantage of our analysts for contribution to internal marketing and business planning.

Corporate-wide site licensing

We encourage our clients to post our reports on their internal website, at no additional cost. This allows for maximum visibility and value of Databeans data and reports within your company.

Work within your budget

We can create any type of payment plan that you desire. Call us to see which options will work best for your group or company.

Ease of doing business

By ordering once a year, your company will automatically receive the reports or services ordered when they first become available.

Additional Savings

- Our minimum discount with our smaller services is about 25% off list price, while our full service customers save about 48% off list price.
- The Total Technology Service includes our Databeans Market Database and Share Database, free.
- Enjoy any Databeans service and your company qualifies for a 20% discount on any non-subscription report Databeans publishes.

For more information, please contact us at 775.624.6200 or visit our website at www.databeans.net.

Table of Contents

Table of Figures

Table of Tables

Publication Number: 10SemiApps-Automotive
Research Analyst: Susie Inouye
✉ sinouye@databeans.net
Research Analyst: Myson Robles-Bruce
✉ myson@databeans.net
Research Analyst: Matt Scherer
✉ matt@databeans.net