


Continental predict a dramatic increase in high-tech safety features from volume manufacturers in the next three to five years. 

They have agreements on more than 50 projects with American, Japanese, and Korean OEMs – focusing on Lane departure, Forward collision warning, and Blind spot systems.

Continental say within 5 years, 50% of cars under US\$35K will have one or more of these features – a major jump over the present take rate is 10 per cent. Present engineering efforts seek to minimise the add-on price of these systems. Current examples in the US are the availability of Lane Departure Warning on VW and Toyota models, plus Forward Collision Warning on Toyota and Jeep models. FCW is on the 2011 Jeep Grand Cherokee, priced at US\$31K. Blind spot systems are available from GM, Chrysler, and Ford.