



There will be a dramatic increase in the adoption rate of high-tech safety features by volume manufacturers in three to five years. This is why supplier Continental predict, based on their agreements on more than 50 projects with American, Japanese and South Korean automakers that will lead to the installation of high-tech equipment such as cameras, crash avoidance and blind-spot detection.

Continental predict that within five years, 50% of cars priced less than \$35,000 will be equipped with one or more of those features. The current take rate on those technologies is 10%. Historically, the adoption rate on high-end technology has been limited to premium vehicles because of the high cost of development and installation. But dramatically increased volumes have become the catalyst for lower pricing.

In North America, Continental are expanding their business rapidly with the Detroit 3 as well as Japanese and South Korean automakers selling in the United States. They said Detroit automakers are spending heavily on advanced technology to differentiate themselves from competitors. That technology is set to roll out by 2013.

Andreas Brand, Continental's executive vice president for passive safety and advanced driver assistance systems, said the No. 1 option that American automakers are requesting is blind-spot detection. Forward-collision warning also is high on automakers' wish lists.