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# Automotive Roadmaps Tracker

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Automotive Roadmaps Tracker is a powerful tool designed to enable clear, confident, and fast responses to competitive questions in an increasingly complex and fast-changing market. Curated from tens of thousands of trusted and validated sources, it provides distilled intelligence data validated by human expert analysis in a normalized and actionable way, allowing you to save time, optimize products, uncover gaps, and align teams to create market confidence.

With 13 OEM groups and a minimum of 50 trends tracked each quarter, users can see the complete picture with 'signals' from thousands of sources that are compiled into a single location. These signals show more than 50 distinct automotive roadmaps and tech trends that, together, keep users up to date on what has changed in the last three months. At the same time, Automotive Roadmaps Tracker also works to ensure that users are not over- (or under-) reacting to market announcements coming in from around the world. In addition to offering full trend market coverage for the USA, Europe and China, pre-signal coverage is provided for Japan and South Korea.

## RELATED SBD REPORTS

**201 – Innovation Guide**  
Helps companies understand innovations inside, or on the peripherals of the automotive industry, and the companies spearheading those technologies.

**202 - Monthly Start-up Tracker**  
Provides the latest news on interesting new start-ups, collaborations, investments, partnerships and acquisitions, as well as the top automotive events.

### COVERAGE



### FREQUENCY



### PUBLICATION FORMAT



Request price 

# Key questions answered

- > 'Signals' from thousands of sources are compiled into a single location
- > See what has changed in the last 3 months is your roadmap up to date
- > Signals power > 50 distinct automotive roadmaps and tech trends
- > Automotive Roadmaps Tracker helps ensure users are not over- (or under-) reacting to a single market announcement

# This research supports



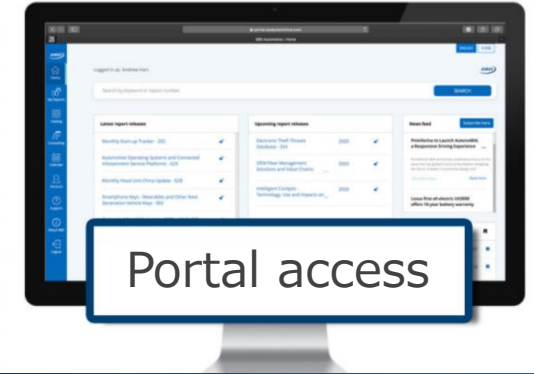
Product Planners



Marketing

# Do I have access?

100+ Reports published per year  
 50k+ Slides of insights, forecasts & data  
 4,000+ # of auto professionals who access our reports



# View Excel Data Sheet Sample

## Automotive Roadmaps Tracker

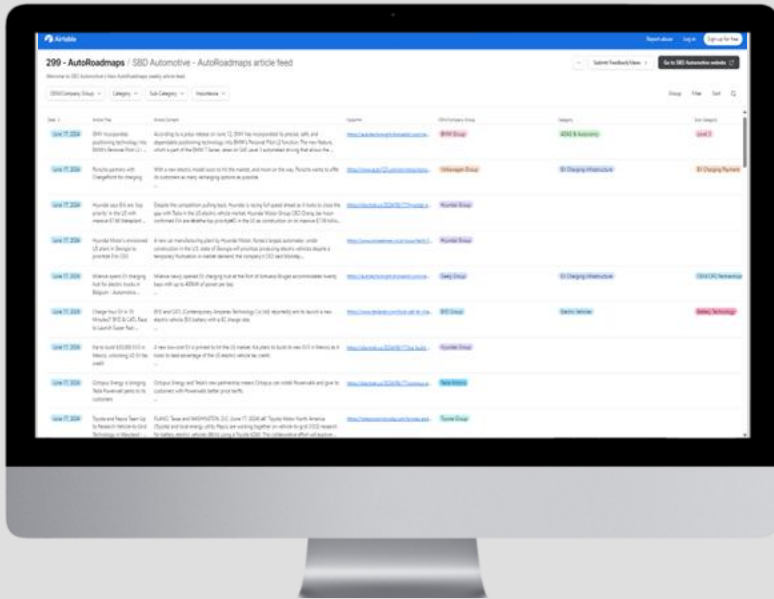
For an in-depth curation of tens of thousands of trusted and validated sources

50+ Trends covered

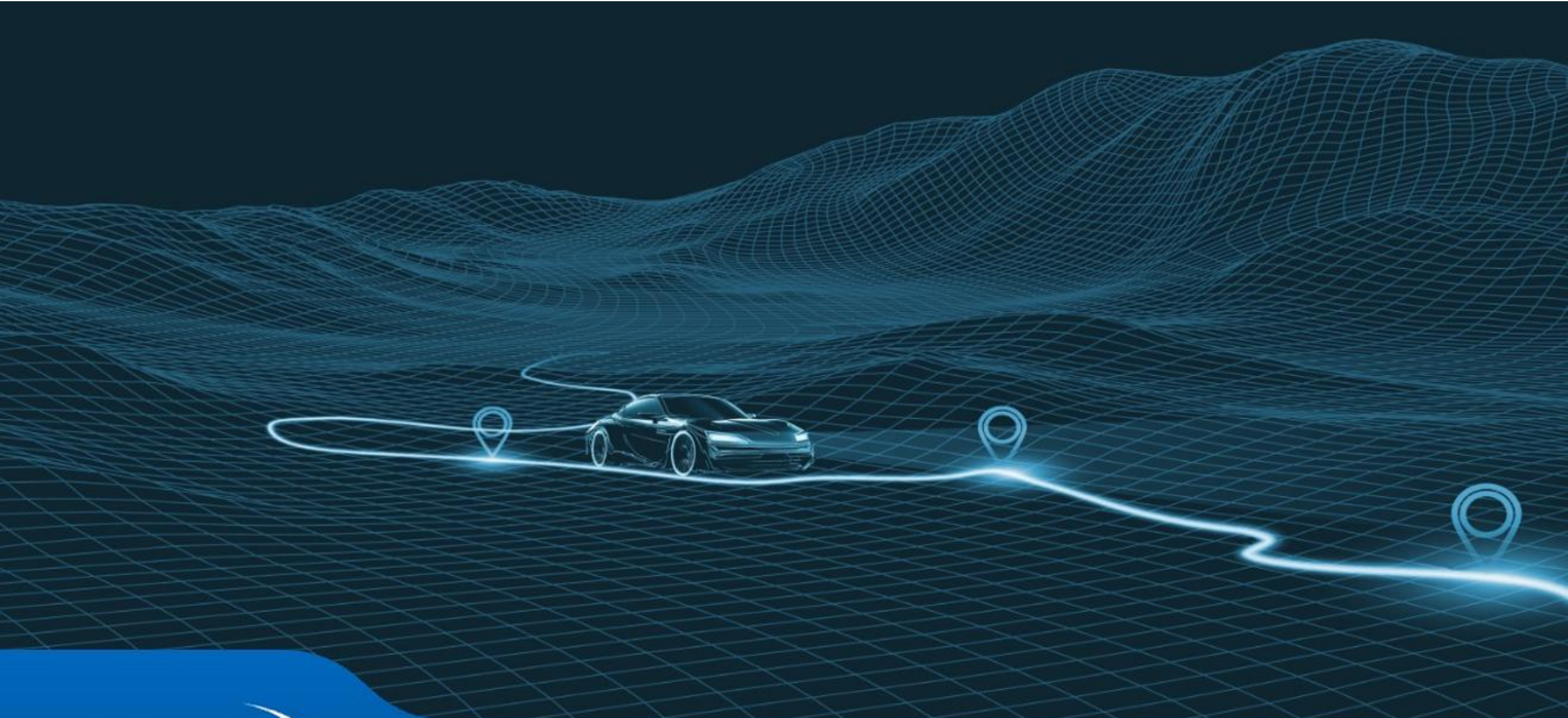
13 OEMs covered

USA, Europe, China & pre-signal coverage for Japan and South Korea

[View Excel Sample](#) >







# Automotive Roadmaps Tracker

# Automotive Roadmaps Tracker

This powerful tool **enables confident, clear and fast responses to competitive questions** in a complex and fast-paced market.



## The challenges

- Tracking, filtering, mapping, and distilling **auto technology market intelligence** across tens of thousands of news articles, patent filings, and competitive announcements is **nearly impossible to action at scale**.
- Identifying **trusted, up-to-date** and **reliable information sources** is becoming more important as new information is being published **faster than ever before**.

## Research pain-points

*"Are we falling behind our competitors in 5G?"*

- **Distributed intel sources**  
100,000's of data points to read, analyze and accurately assess
- **Missing info**  
A single trend requires dedicated research, covering 'everything' is nearly impossible
- **Conflicting signals**  
It's too easy to over- (or under-) react based on a single market announcement
- **Out-of-date information**  
Competitor positioning must be redone again and again (and again)
- **Lack of trust**  
Strategic decisions require trusted sourcing of underlying data and assumptions

## The breakthrough

**Automotive Roadmaps Tracker** solves this challenge

- **Single reference point**  
'Signals' from thousands of sources are compiled into a single workbook
- **Comprehensive coverage**  
Signals power 50+ distinct auto roadmaps and tech trends with more added as they emerge
- **Common & clear definitions**  
Standard definitions of signals, roadmaps, trends, current status, and confidence level to act upon
- **Regularly updated**  
Updated each quarter to incorporate the latest Signals and the impact on OEM roadmaps
- **100% traceability**  
See exactly which signals are feeding roadmap assumptions with links to SBD Reports to go deeper



**50+**  
Unique Trend IDs

**20+**  
Tracked OEM Groups

- In-Car Commerce
- CO2 Emissions Targets
- Video Streaming
- Car-to-Home Integration
- Gesture Recognition
- Bendable Displays

- ADAS L1-L5
- Subscriptions
- Holographic Displays
- 5G Services
- In-Car VPA
- FaaS

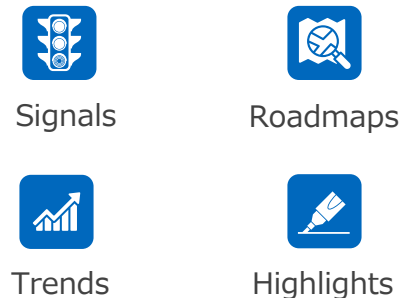
- Digital Cockpit/IVI
- Android Automotive
- EV Charging Payments
- Fully Automated Parking
- Bio-fabricated Materials
- Amazon – Connected Services



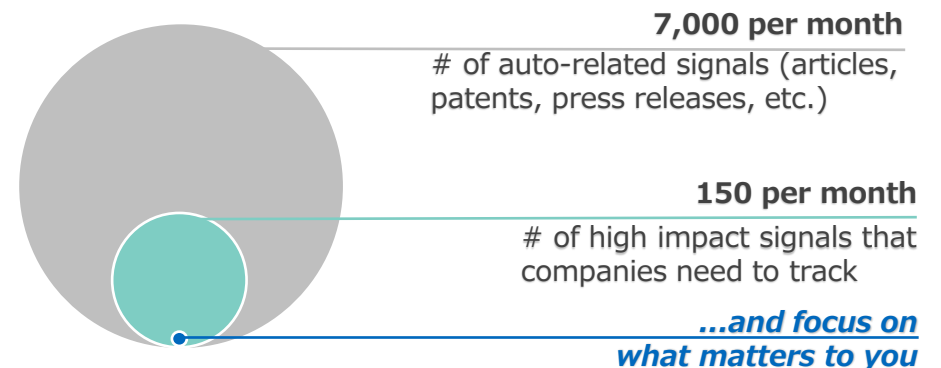
**5**  
Covered Regions



**4**  
Levels of insight



**10,000+**  
Signals Tracked





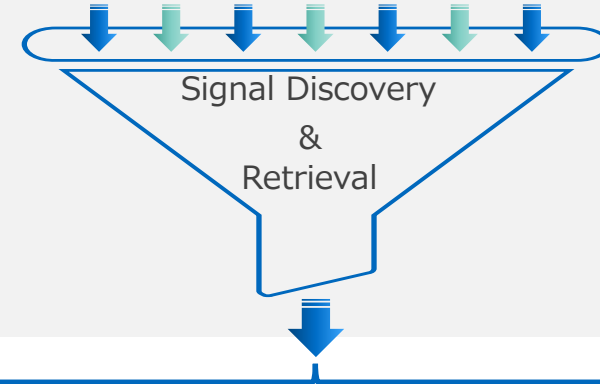
# How the Automotive Roadmaps Tracker works:



50,000 news articles, OEM announcements, etc. = 50,000 Signals

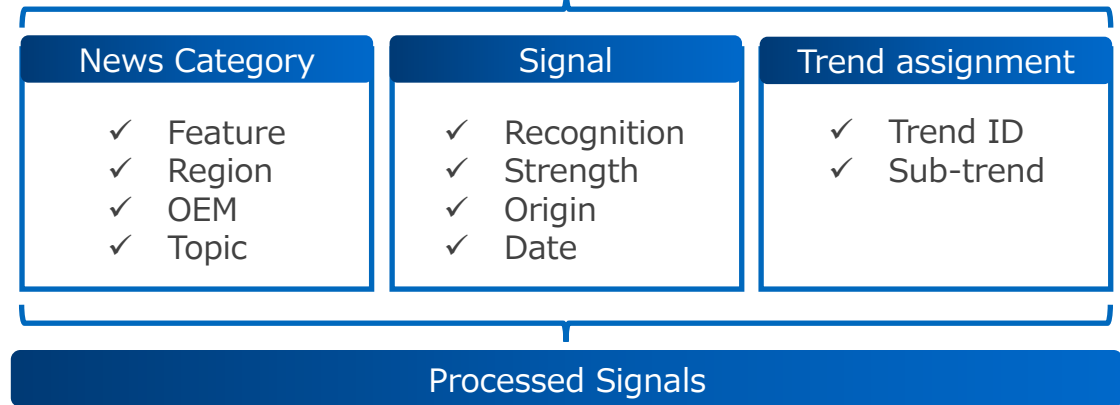
1

Automated web-scraping



2

LLM-assisted extraction and human review process



3

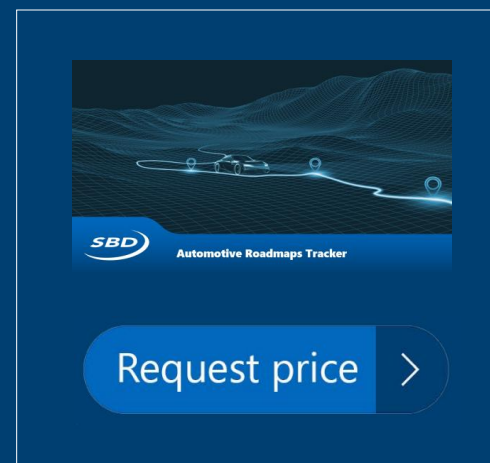
Human Expert QA and review







# Request the price





# Contact SBD Automotive

## Do you have any questions?

If you have any questions or feedback about this research report or SBD Automotive's consulting services, you can email us at [info@sbdautomotive.com](mailto:info@sbdautomotive.com) or discuss with your local account manager below.



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