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# AutoRoadmaps

AutoRoadmaps 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, AutoRoadmaps 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



GLOBAL



NA



CHINA



EUROPE

## FREQUENCY



ANNUALLY



WEEKLY



ONE-OFF

## PUBLICATION FORMAT



PDF



POWERPOINT



EXCEL



AIRTABLE

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
- > AutoRoadmaps helps ensure users are not over- (or under-) reacting to a single market announcement

## This research supports



Product Planners



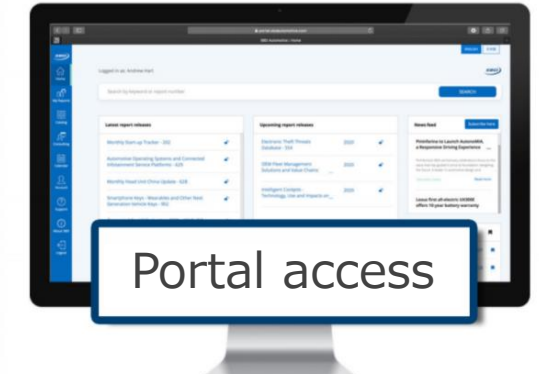
Marketing

## 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

AutoRoadmaps

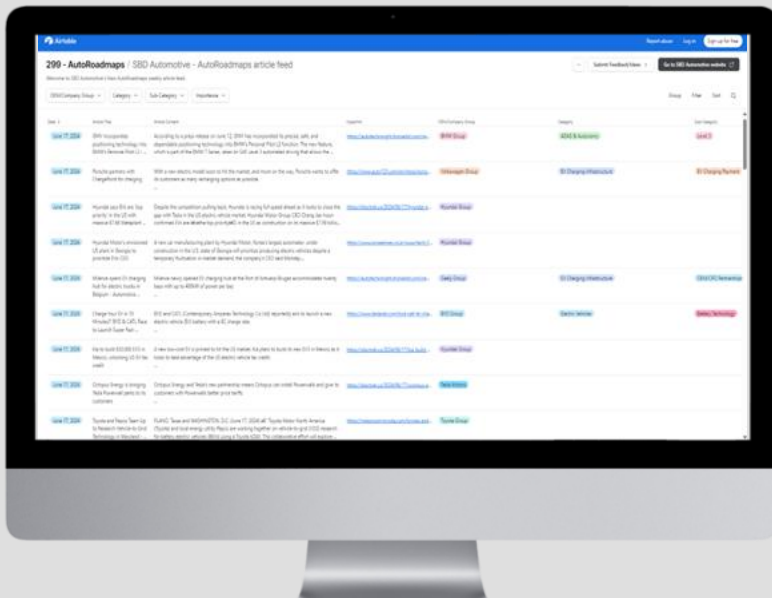
For an in-depth curation of tens of thousands of trusted and validated sources

50+ Trends covered

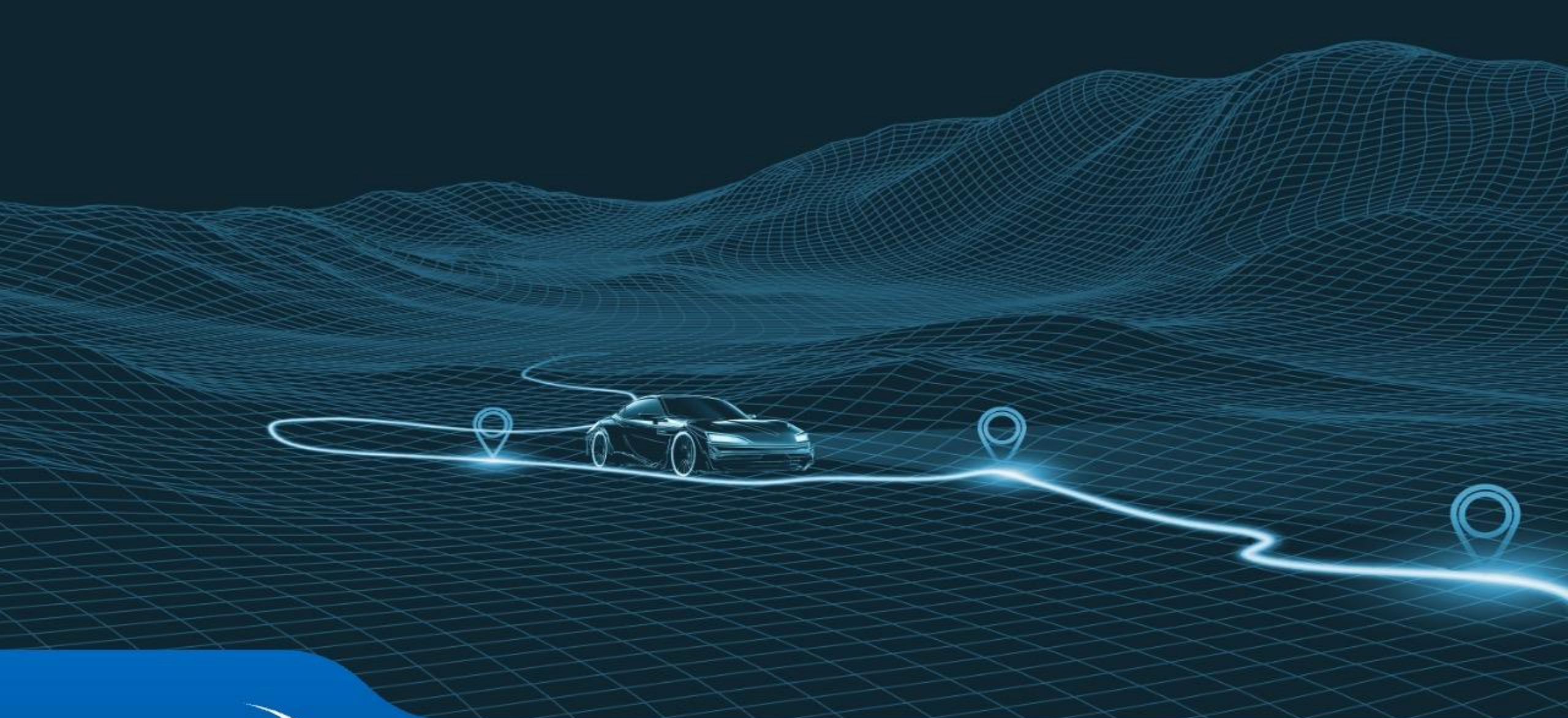
13 OEMs covered

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

View Excel Sample







2024  
**AutoRoadmaps**



## 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

**AutoRoadmaps 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

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

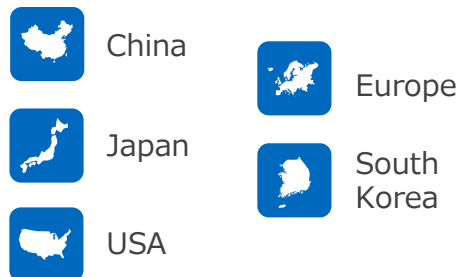
20+

Tracked OEM Groups



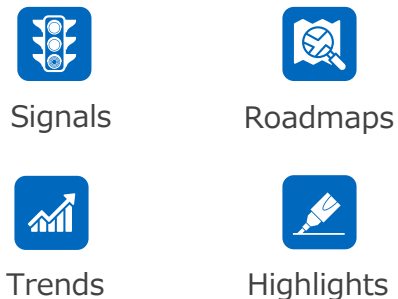
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Covered Regions



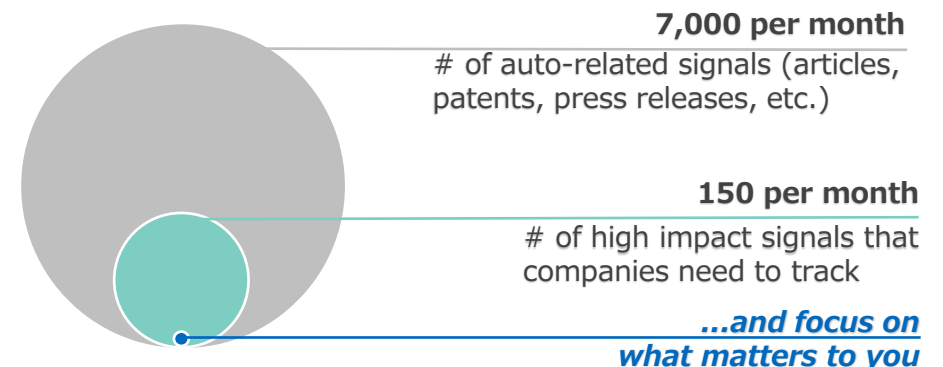
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Levels of insight



10,000+

Signals Tracked

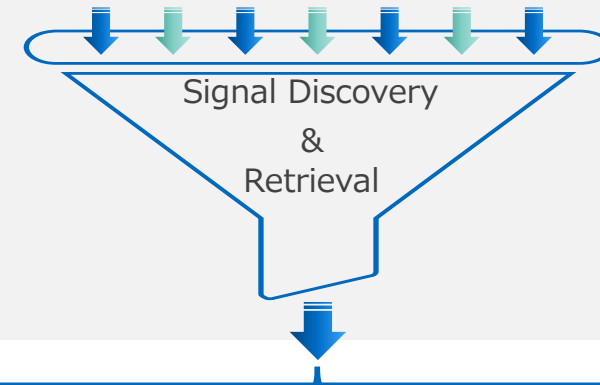




50,000 news articles, OEM announcements, etc. = 50,000 Signals

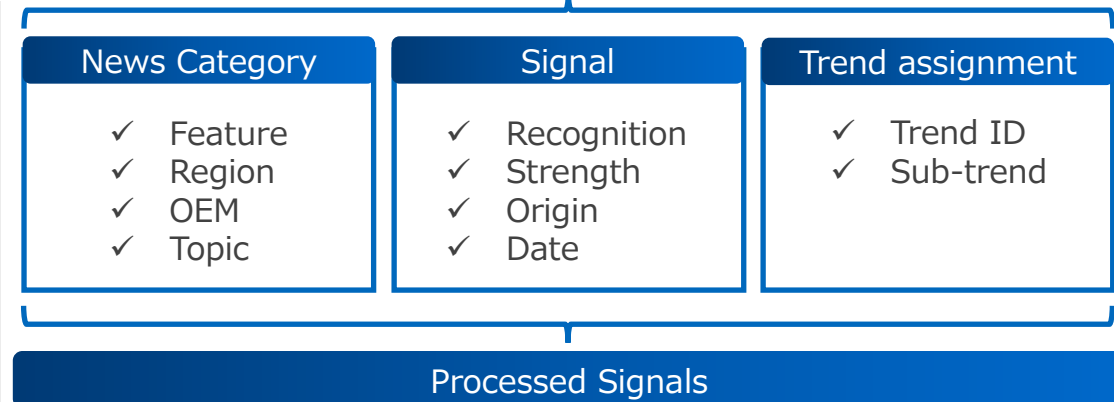
1

Automated web-scraping



2

LLM-assisted extraction  
and human review process



3

Human Expert QA  
and review





# Request the price



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Contact Us



# 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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Book a meeting

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UK

Germany

India

China

Japan



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