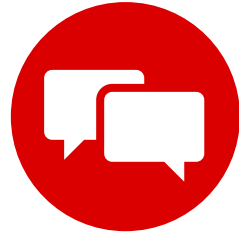


CLIENT CASE STUDY

BUSINESS CHALLENGE

Tier 1 automotive manufacturer required a global deep-dive research effort to understand the future market for advanced technology impacting seat positioning.



Research Type & Methodology

- Two-step qualitative research process including secondary research and primary interviews
- 80 qualitative interviews with key decision makers across the Automotive OEM landscape



The Outcome

- Determined the Total Accessible Market (TAM) in volume for advanced seat positioning technology by OEM
- Understood all possible use-cases for this technology and where the largest demand lies within current and future vehicles
- Used insights to help our client better understand the market sentiment and outlook around advanced technology for seating applications

