

The Study and its Aims:

The J.D. Power-LMC *Global Automotive Seat Assembly Market Study* provides a global analysis of seat demand by vehicle model, covering Europe, North America, and the Asia-Pacific region. This analysis provides a forecast of seat demand through 2011 as well as supplier sourcing detail for virtually all vehicle models produced in Europe, North America and Asia Pacific. The study also provides a comprehensive technical overview of seat design, market trends in seating and overviews of tier-I and tier-II seat assembly and subcomponent suppliers.

Contents:

- **Tier-I seat assembly supplier sourcing** detail by vehicle model, seat row and seat type
- **Annual Vehicle and Seat Assembly Production** volumes for virtually all vehicles produced in covered regions for the years 2003 – 2011 by region and by country
 - by model and model generation, by platform, by marque and by manufacturer
 - by vehicle type and by segment
 - by vehicle assembly plant
 - with "start of production" and "end of production" dates
- **Seat Supplier Detail** by model level detail for N.A, Europe, Japan and Korea
- **Seat Cover Supplier Detail** by model level detail for N.A., with seat cover material forecast
- **Seat Market Overview** with forecast summary and analysis
- **Seat Assembly Technology Analysis** with special attention to “designing for comfort”

Country Coverage: Globally or by region

- Global: *Consolidation of all regions for easy global analysis*
- North America: *Canada, Mexico, and the United States.*
- Europe: *Western Europe: Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Portugal, Spain, Sweden, Switzerland, and the UK. Eastern Europe: Bosnia, Bulgaria, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Slovenia, Turkey, and Ukraine.*
- Asia Pacific: *Japan, Korea, China, India, Malaysia, Australia, Taiwan, Thailand, Indonesia, Philippines*

Deliverables:

- Two bound copies of the completed report.
- Two CD-ROMs, containing all electronic files, text and graphs contained in report.
- Excel files, which contain global seat assembly forecast detail, with pivot tables.
- Invitations to all J.D. Power-LMC Automotive conferences.
- Access at any time (we positively encourage this) to our industry staff to discuss these reports and anything that may emerge from them.
- A preferential subscription to the *Global PowerTracker Newsletter*.

For further information on this service, please contact J.D. Power-LMC Automotive Forecasting Services at:

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