



Nebraska Collision Industry Business Intelligence Report

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Ford Motor Company rebutted a recent Automotive Body Parts Association (ABPA) press release that said replacement front bumper isolators from two 2005-2009 Ford Mustangs differed significantly from Ford's original production components. Ford explained that the parts referenced in the ABPA press releases were used for both manufacturing and service replacement, and had been thoroughly tested to meet Ford's specifications for the Mustangs in question. Ford defended its YouTube video as being accurate including Ford's contention that its collision replacement parts are the same as those used to manufacture the vehicle.

The market for automotive RADAR will grow annually by 47 percent to 28.2 million units worth \$1.2 billion by 2018 according to a report by Strategy Analytics. Automotive RADAR vendors are reducing product costs by integrating components; using multiple beam-forming antennas with digital focusing capabilities enhancing the RADAR's resolution and Field Of View; and developing design strategies that lower power consumption including "duty cycling" and "smart partitioning".

Computer security company McAfee's projects the number of automotive Internet-connected devices to climb from a billion in 2010 to 50 billion in 2020. With microchips embedded in almost all parts of an automobile, including airbags, brakes, power seats, cruise-control, anti-theft gadgets and communication devices the threat of attack and malicious manipulation increases, said McAfee, adding that having a car hacked could result in "dire risks" to personal safety.

Oklahoma Insurance Commissioner John Doak will refocus his department's anti-fraud division on fraud committed by insurers against citizens. Doak asked Deputy Commissioner Brogdon to evaluate the division and Brogdon reported that it had lost sight of its core mission and recommended a complete overhaul. Doak said, "The Oklahoma Insurance Department's Anti-Fraud Division must focus on white-collar crime that threatens policyholders."

U.S. Energy Secretary Steven Chu announced funding initiatives in 24 states to adopt electric vehicles (EVs) in communities and prepare college students for careers designing and building advanced electric automotive technologies. "By developing the next generation of automotive engineers and preparing communities for plug-in electric vehicles, these projects will help reduce our nation's dependence on oil imports, create jobs, and help America capture the growing global market for advanced vehicles," said Secretary Chu. Projects to support community planning for electric vehicle charging infrastructure will receive \$8.5 million through DOE's Clean Cities initiative to facilitate partnerships that will develop EV deployment strategies. In addition, DOE's Graduate Automotive Technology Education (GATE) initiative will receive \$6.4 million over the course of five years to support seven Centers of Excellence at American colleges, universities, and university-affiliated research institutions. Award recipients will focus on three critical automotive technology areas: hybrid propulsion, energy storage, and lightweight materials.

IBM is developing the next generation of computer chip that will replicate the functionality of the human brain by learning from its experience. Unlike current chips, which act on a series of pre-programmed instructions, the 'cognitive computer' will be able to reason based on its experience and environment. The new chips may find ready markets in the automotive industry particularly in areas of traffic management and crash avoidance. The sound of a car horn or squealing tires, for example, may trigger automatic warnings and adaptive maneuvers.

Airbags may not just be for cars anymore. Two Amazon company executives are patenting a miniaturized airbag system that will protect smart phones and other mobile devices from damage if dropped. Tiny damage avoidance system would calculate the mobile device's velocity and an on-board computer would determine the deployment of airbags. Given the cost of repair, loss of information and loss of time and data, airbags may have a new future in mobile devices.

Renew Your Membership in the Nebraska Auto Body Association
<http://www.nebraskaautobody.com/filedownloads/memberap1&2.pdf>

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