

Car Makers Step Up Development of ADAS and Self-Driving Technologies to Cope With the Impacts of the US-China Trade Dispute, Says TrendForce

2019-10-01 [Caroline Chen](#)

TrendForce show that car sales in the US for 2019 are projected to slide by 3% YoY. China's car sales for the same year are also projected to drop by 7% YoY. The ongoing trade dispute between the US and China has taken a serious toll on the global automotive market, which is now facing a continuous decline in sales. Now struggling under a negative market cycle, major car makers have proceeded to cut costs through layoffs. On the other hand, they are also directing more of their resources into developing functions pertaining to advanced driver assistance systems (ADAS) and automated driving systems (ADS) for their upcoming vehicle models.

About TrendForce

TrendForce is a global provider of the latest development, insight, and analysis of the technology industry. Having served businesses for over a decade, the company has built up a strong base membership base of 435,000 subscribers. TrendForce has established a reputation as an organization that offers insightful and accurate analysis of the technology industry through five major research divisions: DRAMXchange, WitsView, LEDinside, EnergyTrend and Topology. Founded in Taipei, Taiwan in 2000, TrendForce has extended its presence in China since 2004 with offices in Shenzhen and Beijing. For more details about TrendForce, please visit www.trendforce.com

Major research divisions:

DRAMeXchange focuses on memory, storage and the consumer electronics industry including PC DRAM, Mobile DRAM, Server DRAM, NAND Flash, SSD and smartphone.

WitsView offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

LEDinside covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

EnergyTrend specializes in green energy research, such as solar energy, lithium battery, energy storage systems and xEVs.

Topology studies structural trends of technology industries in the Greater China Region and beyond, focusing on semiconductors, photovoltaic technology, telecommunications, and IA.

Media Contact

Lindsay Hou +886-2-8978-6488 ext.667 Lindsayhou@TrendForce.com

Source URL: Trendforce - Press Center [Car Makers Step Up Development of ADAS and Self-Driving Technologies to Cope With the Impacts of the US-China Trade Dispute, Says TrendForce](#)