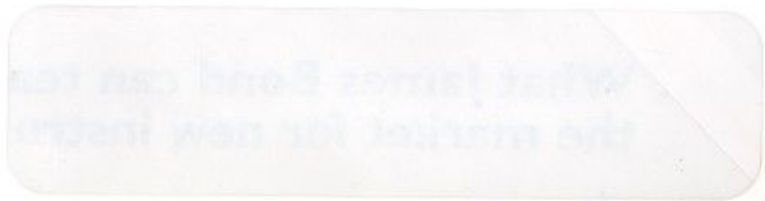


Automotive electronics OEMs -  
**3 FREE GIFTS for you:**

- ✓ Instrument panel microprocessors  
for model year 2001 autos
- ✓ Roadmap to SAE's new IDB standard
- ✓ Web sales of automotive electronics



**INSIDE: What James Bond can teach you...about anticipating the market for new instrument panel electronics.**

# **3 FREE GIFTS**

**to help you profit from  
automotive instrument  
panel global trends,  
sales, and forecasts:**

- ✓ Instrument panel microprocessors for model year 2001 autos
- ✓ Roadmap to SAE's new IDB standard
- ✓ Web sales of automotive electronics - annual research results

Dear automotive electronics executive:

My favorite instrument panels of all time were the ones "Q" designed for James Bond.

At the flick of a switch, you could select your choice of gizmos--rotating license plates, front-side machine guns, bullet-proof shield, smoke screens, oil slicks, tire-shredding wheel hubs, retractable snow spikes, a rocket engine, and of course the famous passenger-side ejector seat.

But with the new voice-activated technology, flicking switches may be old hat -- and that's the point: If James Bond and Q are falling behind the automotive instrument panel technology curve, how can you as an OEM stay ahead? The answer is a new monthly resource from Cahners, publisher of *Automotive Industries*:

### *Automotive Electronics*

Global trends, sales, and forecasts for auto instrument panel products

By the time you read about instrument panel technology in the newspaper or see it at the auto show, your competitors already know about it. So there's no competitive advantage for you.

But as the only monthly publication on instrument panel technologies, *Automotive Electronics* is right alongside scientists and engineers in labs around the world as they develop the next wiring harness or modularized system for the I.P. So you'll read about it first in *Automotive Electronics* - and that gives you an unfair advantage over your competitors. Too bad for them!

Keep up with the part of the car  
consumers care about most: the instrument panel.

As a recent article in *EE Times* observes:

"The automobile dashboard is clearly steering toward a

future that integrates ever more electronic gadgetry - from today's radio and car phones to tomorrow's GPS navigation units, pagers, DVD players, and even wireless Internet access devices...."

Only *Automotive Electronics* keeps you ahead of the development curve for all important instrument panel electronics. You'll find big opportunities for profit - long before your competitors do. Including:

- Aftermarket power window and lock kits
- Auto alarm systems
- Auto security (wireless) paging systems
- Cassettes
- CB radio and antennae
- CD
- Cellular antennae
- Cellular technology
- Displays
- Instrument panel safety
- Embedded PCs
- Global positioning satellite
- Instrumentation
- Laser detectors
- RADAR detectors
- Receivers
- Remote starters
- Retail sales of instrument panel parts
- Semiconductors
- Sensors
- Scanners
- Speakers and sound cones
- Software
- TVs
- Trialogs
- True groundspeed radar
- Voice activated navigation
- Web in the business
- Web in the car
- Woofers

**Win by giving the market what it wants - first.**

At *Automotive Electronics*, our mission is simple: To give you the data, news, insight, and analysis you need to anticipate market trends ...develop new instrument panel electronics to meet those needs...and price and market them effectively.

Here are just a few of the timely reports you'll read in upcoming issues:

- 10 features businesses look for when acquiring cars for corporate fleets. Can you name them all?
- What auto makers can learn from military collision avoidance systems
- Design specifications for the PDA (Personal Dashboard Assistant)
- Most common consumer complaints about instrument panels - and one good solution for each
- The next interface and form factors for auto video
- How OEMs gain competitive advantage through faster time to market
- Voice technologies that let drivers talk to their cars...without taking their hands from the wheel
- The Intelligent Transportation System Data Bus (IDB) hardware standard - what you must know NOW
- Microsoft's Auto PC - will it gain acceptance as an alternative platform? And what about Sun Java?
- State and federal laws affecting product development
- IrDA links creating new instrument panel opportunities
- Drive by wire, collision avoidance, airbag control - where are we now?



- Modular instrument panel electronics technologies - how well do they work?
- Planning for the next generation of automotive chips
- Consumer instrument panel demands and desires for the year 2001 and beyond
- New diagnostics that correct potential problems with no driver impact
- Battery and transformer technologies that reduce power requirements
- Electronic solutions to car theft - how do they really rate?
- New data display technologies
- ...and more.

**A powerful resource for instrument panel electronics intelligence.**

*Automotive Electronics* uses the considerable resources of Cahners Business Information to bring you news and information not available from other sources. This includes monthly proprietary surveys of consumer automotive buyers and in-depth technology analysis by the staff of Cahners In-Stat Research Group, a full-service market research and information company with 18 years experience serving the technology marketplace. It also includes investigative reporting by staff members of *Automotive Industries* working on special assignment for *Automotive Electronics*.

The result is a wealth of monthly features that help OEMs make the most profitable engineering, development, and marketing decisions.

Regular sections include:

- > **Obsolescence Watch** - by tracking trends and developments, we help you pick the right technologies and introduce them into the market at the right time.
- > **Patent Watch** - we monitor every patent listed in the U.S. Patent Weekly Gazette and report on those relevant to the instrument panel.
- > **Speedometer** - a monthly competitive analysis of technology manufacturers and retailers...and their products.
- > **Scouting** - looks inside concept cars to forecast which technologies will be in the instrument panel within the next 12 months.
- > **Speed traps** - legal news including state by state updates of radar laws.
- > **Passengers and drivers** - industry movers and shakers...and what they're up to.
- > **Odometer** - monthly surveys of automotive shoppers reveal the features consumers want most...and what they're willing to pay for them.
- > **Technical Service Bulletins Abstracts** - concise summaries and updates on new bulletins available from the automakers.
- > **Ad Watch** - monitors automotive advertising to guide you on how instrument panel electronics should be marketed.
- > **Channel Watch** - in-depth surveys with key retailers, dealers, and distributors help you forecast growth in each channel and pinpoint new selling opportunities in world markets.

2 special bonus reports (a \$198 value) - yours FREE!

To get you started on the road to greater profits, we've put together two special reports described in the enclosed flier:

- ✓ Instrument panel microprocessors for model year 2001 autos
- ✓ Roadmap to SAE's new IDB standard

These reports give you up-to-the-minute news and analysis on the newest computer chips and standards affecting the design and marketing of instrument panel electronics. Cahners has priced them at \$99 each - \$198 for the pair. But now you can get the set absolutely FREE...just for agreeing to preview two issues of *Automotive Electronics*...with no cost or commitment of any kind.

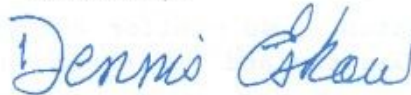
How to get 2 FREE sample issues and 2 FREE reports...  
but only when you act NOW.

When you reply within 14 days, we'll send you the next 2 issues on approval. Review them carefully. If for any reason...or for no reason...you decide *Automotive Electronics* is not for you, write "cancel" on our invoice and return it within 60 days - and you owe nothing. Keep your 2 issues - FREE.

But if you find *Automotive Electronics* to be as useful as I think you will, simply honor our invoice. As a Charter Subscriber, you get our low discount rate (see enclosed order form). And, with your paid subscription, you also receive the 2 free bonus reports mentioned above.

So don't delay. Send for your 2 FREE issues and 2 FREE reports today. It costs you nothing. There's no risk or obligation of any kind.

Sincerely,



Dennis Eskow, Editor-in-Chief

P.S. Send no money now. When your 2 risk-free preview issues arrive, examine them carefully, then decide whether you want to subscribe. If not, simply write "cancel" on our invoice, return it - and you pay nothing! The 2 issues are yours to keep FREE ... our way of saying "thanks" for giving *Automotive Electronics* a try!

P.P.S. EXTRA SPECIAL BONUS! Your paid subscription to *Automotive Electronics* also includes a free copy of our 1999 Annual Survey, "Web Sales of Automotive Electronics." Discover what your suppliers and competitors are selling on the Internet...and what your customers are buying there as well.

*Automotive*  
**electronics**

from Cahners Business Information  
publishers of *Automotive Industries*  
PO Box 7610 • Torrance, CA 90504  
Fax: (310) 978-6901



**Eat your competitors  
for lunch!**



Automotive Electronics • PO Box 7610 • Torrance, CA 90504

## Risk-Free Charter Subscription Form

**YES!** Sign me up as a Charter Subscriber to *Automotive Electronics*. Rush my bonus gifts just as soon as you receive payment. If I don't like what I see, I'll just cancel, keep the bonus gifts plus all issues received. You'll return all my money and that'll be the end of it. After 2 months, I may cancel at any time and receive a full refund for all undelivered issues.

ONE YEAR (11 issues plus the annual "Web Sales of Automotive Electronics" survey)  
— ~~\$795~~ \$695 - You save \$100!

- Bill me (2 bonus gifts shipped upon receipt of payment)
- Payment enclosed (I want my 2 bonus gifts right away!)
- Charge my:  VISA  MasterCard  American Express

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

[affix label here]

**For faster service fax this form to 310-978-6901**

# 3 FREE GIFTS for you:

## Instrument Panel Microprocessors for Model Year 2001 Autos

### Instrument Panel Microprocessors for Model Year 2001 Autos -

An in-depth look at the computer chips to be shipped in the year 2000 and how they will affect the 2001 auto models.

## Roadmap to SAE's New IDB Standard

### Roadmap to SAE's New IDB Standard -

All designers must design automotive electronics to the Society for Automotive Engineers' Intelligent Transportation Systems Data Bus (IDB) standard. This report is an OEM's plain-English guide to compliance.

## Web Sales of Automotive Electronics

### Web Sales of Automotive Electronics -

This annual report—delivered free to subscribers—tells who's buying and selling what on the Internet - and where.

A survey of 1,000 automotive buyers. The results may surprise you!

*Automotive*  
**electronics**

from Cahners Business Information  
publishers of *Automotive Industries*

PO Box 7610 • Torrance, CA 90504 / Fax 310-978-6901



**Priority Request  
Enclosed—Please Rush!**



**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO. 222 TORRANCE, CA

POSTAGE WILL BE PAID BY ADDRESSEE

*Automotive*  
**electronics**

PO BOX 7610  
TORRANCE CA 90504-9967

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

