

1 Data Gathering:

Collection of technical vehicle-related innovation of global OEM



2 Verification:

Do the novelties meet the criteria of our innovation definition?



3 Categorization:

Categorization in technology fields, innovation types etc.

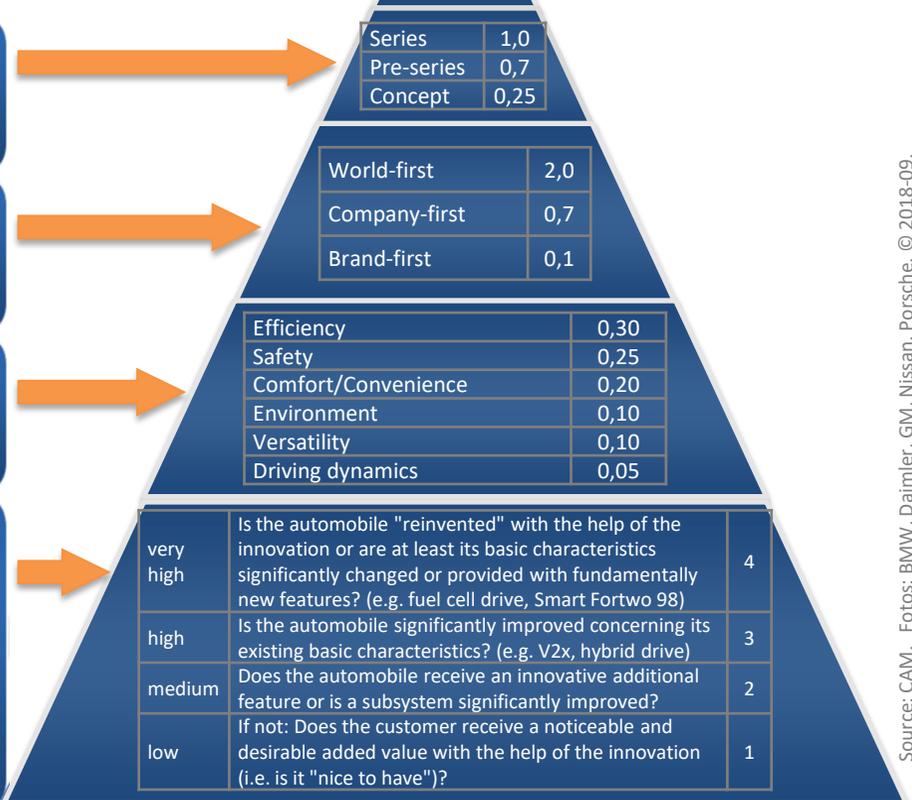


4 Evaluation:

Criteria for evaluation with the help of our „MOBIL“-approach



Innovation strength index
= Innovation level * Originality * Maturity level * (1 + Σ Innovation benefit)



Explanatory notes:

In order to comprehensively answer the core questions of the CAM innovation studies and database regarding the current and future innovation trends of the automotive industry as well as its players, several hundred innovations in vehicle technology have been collected every quarter over the past years since 2005 to now more than 12 000 single innovations. Thereby approximately 50 defined criteria such as technology field, innovation type, originality, degree of maturity etc. as well as an individually assessment according to the MOBIL approach have been gathered. For example, world-first innovations that are available in series are rated higher than me-too innovations only shown as a concept car. This results is an index value for each innovation, which can be aggregated into totals for car groups, brands or models as well as whole countries or world regions.