

Even With Looming Regulation Change, Only 7 Car Brands Offer Rear-View Cameras on All of Their 2015-2016 Models

Annual Brandmotion Rear Vision Study shows “holes” in carmaker coverage and opportunity for the aftermarket

SOUTHFIELD, MICH., October 6, 2015 (MEDIAWIRE) – Brandmotion LLC, leading provider of Authentic OEM™ vehicle safety solutions to the aftermarket, announced its Annual Vehicle Rear Vision Market Study is available for download. The detailed 24-page document is designed to show which new vehicle makes, models and trim levels offer rear-view cameras as standard or optional equipment, and which offer no rear-vision options. In the 2015 study, which covers all 2015 and several 2016 models, only Acura, GMC, Honda, Infiniti, Lincoln, Rolls-Royce and Volvo offer either a standard or optional solution for every vehicle model and trim.

Brandmotion specializes in providing the same cameras, harnesses and connectors used by the carmakers as solutions on vehicle trims for which factory options are not offered. In addition, the company sources OEM-grade equivalent components for non-vehicle-specific applications.

“It still surprises us, as the mandate for factory-installed rear-view cameras gets closer, that more manufacturers haven’t yet implemented this important safety feature across their entire line,” said Jeff Varick, president of Brandmotion LLC. “Safety has topped portable integration as the most targeted vehicle technology category. It is a major concern among consumers as more and more incidents are reported in the news. While part of the reason for our study is to identify these deficiencies, we also want to empower Brandmotion retailers to identify new vehicles that aren’t equipped with rear-vision systems, and proactively offer the latest safety solutions to their customers.”

The Rear Vision Study separates vehicles by make and model, then drills down to specific trims and body characteristics. It shows which trims offer rear vision as a standard feature in red, those that offer it as a dealer-installed option in yellow, and the trims that don’t offer any form of factory rear vision in green. Some highlights of the study:

- As expected, most top-end models come equipped with rear vision. Scion, which is targeted toward the youth buyer, only offers rear-view cameras on three of its six models.
- Though a high-end brand, 14 of Audi’s trim levels don’t have a rear-view camera option available. Most of these are in the “Premium” and “Premium Plus” trim levels.
- In the Infiniti line, rear vision is standard on every model and trim level, on par with Rolls-Royce. Subaru is close, with only the BRZ having no rear-view camera option.



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- In BMW's Mini brand, none of its models or trims offer rear vision as a standard feature, and it is available as an option on less than a third of its offerings.
- The Jeep brand is the most surprising in the study. Of its 45 trim levels, only 11 offer a standard rear-vision package, and an additional seven offer a rear-view camera option. The remaining 27 trim levels have no factory options available.
- At 23 apiece, Nissan and Volkswagen follow Jeep with the most trims levels without a rear-vision option.

The study also points out the cost to the consumer to add factory-installed rear vision if it is presented as a dealer option.

"Customers looking to add factory rear vision as an option can expect to pay a steep price through the dealership," added Varick. "Most carmakers require you to upgrade to a complete package of features—many of which the driver may not want—just to add a factory back-up camera. This means the customer can pay anywhere from \$300 to well over \$4,000 to add the safety feature. In these situations, aftermarket is a better option."

The study is available for download as a PDF document by authorized Brandmotion retailers at dealer.brandmotion.com. Members of the media may request a copy by contacting Brandmotion at (734) 619-1250.

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