

MAPPING EV CHARGING INFRASTRUCTURE, EMISSIONS STANDARDS, AND RAW MATERIAL SUPPLY CHAINS



A Major Automotive Supplier

The Client was looking to better understand the latest advancements in the automobile peripheral space, including the market dynamics related to EV charging infrastructure, as well as the regulatory standards for carbon emissions and fuel.



CHALLENGE

In this Research Support Service Project, the Client needed strategic insights regarding relocating their R&D centers to a low-cost country to maintain competitiveness. The Client also sought to gain an understanding of the competitive landscape in the EV charging station industry, as well as the latest advancements in EV battery technology, fuel economy standards, and critical raw materials that could affect the automotive market in the near future.



APPROACH & RESULTS

PreScouter provided the Client with specific locations in a low-cost country for relocating their engineering and test centers. The locations were evaluated based on several parameters, such as facilities requirements, access to local talent pools, salary trends for engineers, and presence of competitors.

PreScouter built a dynamic model to evaluate the strategic locations and recommended the top three sites to the Client.

To help the Client develop a product development strategy to meet customer needs, PreScouter conducted a comprehensive investigation into the **electrification landscape**. This included an analysis of the latest developments in battery architectures, EV charging infrastructure, and peripheral technologies such as battery management systems and harnesses.

PreScouter also evaluated current and future fuel economy and emission standards and **identified critical raw materials** in the automotive segment that the Client should focus on to secure their supply chain.

