Development of a process for a customized vehicle testing for new vehicle concepts in new markets — Application example Sub-Saharan Africa

More and more new vehicle concepts are flooding the new market in areas worldwide. However, existing vehicle concepts from other markets can not simply be transferred due to the completely different user requirements and existing boundary conditions. For example, Africa is a continent with one billion people without its own appreciable automobile market. This paper deals with a process model to define a customized overall vehicle testing method for new vehicle concepts in new markets, which is validated by a prototype for the region Sub-Saharan Africa.