



European
Automobile
Manufacturers
Association

Web investigation of emulation & device removal services

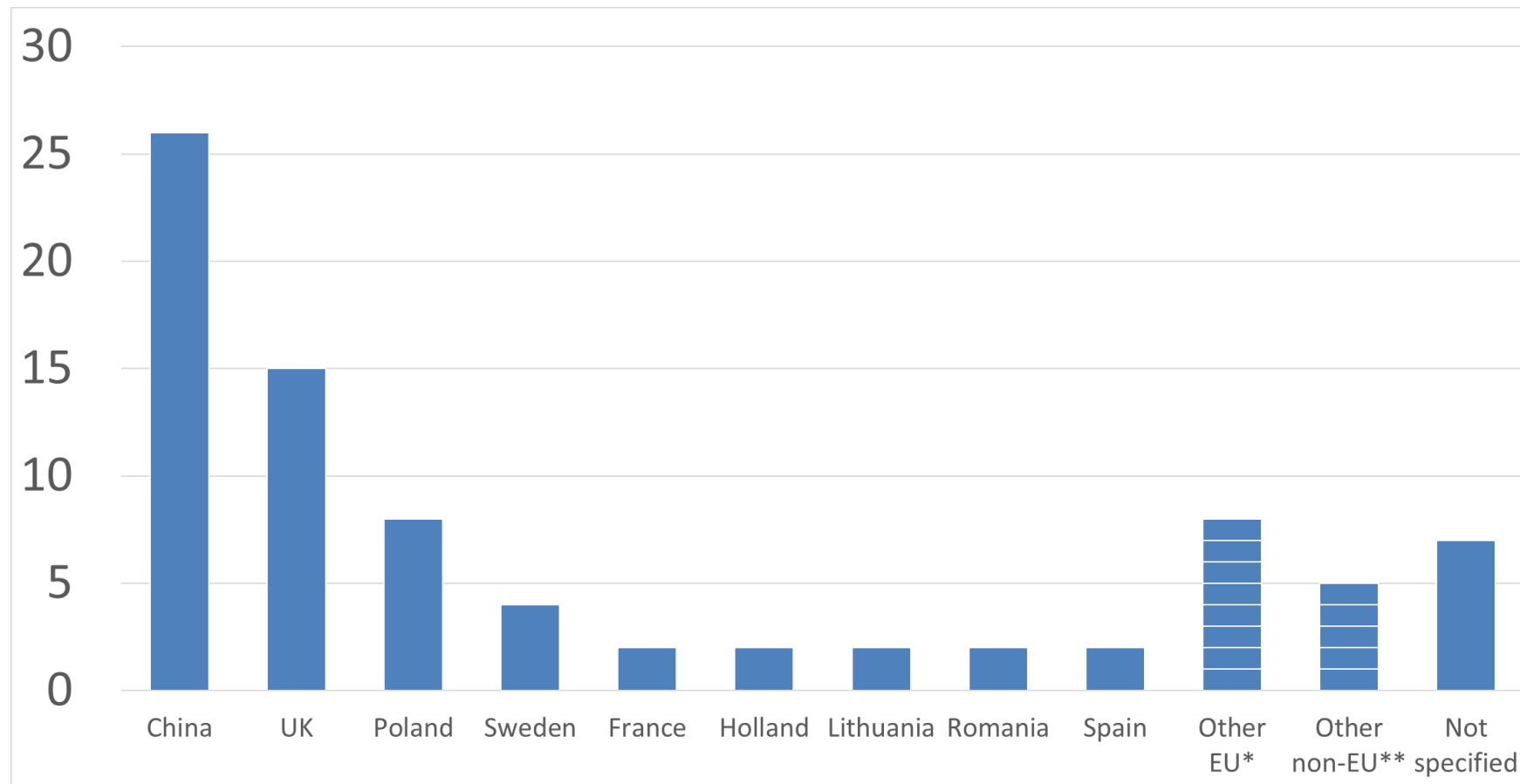
PRESENTATION PREPARED FOR ACEA BY:
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PULSE PULSE EUROPE POLICY & COMMUNICATIONS SPRL





- 87 separate sites identified, supplying Europe from countries in Europe and the rest of the world.
 - Mostly plug-in OBD devices, some require wiring.
 - Available for Euro IV, V and VI.
 - All truck brands covered, also some agricultural vehicles.
 - Multi-brand programmable or dedicated.
 - Highly inhomogeneous suppliers, models and prices.
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Geographical spread



* AU, BU, CZ, EE, IE, IT, LV, PT

** Brazil, Russia, Singapore, Turkey, Ukraine

Categories of device



21 categories of device identified (some of which include sub-categories). These can be grouped:

- China, basic device: €10 - €40
 - The same devices are sold by multiple sites (identified from pictures)
- Europe, basic device: €30 upwards
 - Many UK based, also CZ, PL, EE
- China, advanced device: ~€150
 - With programming adaptor or NOx sensor
- Europe, medium price range: €120 - €400
 - UK, NL, PL, IE
- Europe, specific models/Euro VI: €600 upwards
 - High end versions: UK, SE, AU, PL, EE
- No sites based in DE, only one each in IT, ES

Example devices (with hyperlinks)



Chinese, basic device



Recurring model



Recurring model



Recurring model

Chinese, advanced device



With NOx sensor

European, high price, specific models/Euro VI



European, basic device



Recurring model

European, medium price range



Recurring model

One service claiming to provide remote programming, no emulator



- All sites specifying emulator type also specify OBD connectors. Pictures indicate wiring may be necessary in some cases.
 - 20 sites do not specify the type nor provide pictures
 - 15 out of 87 post OEMs' logos on website
 - 25 out of 87 include disclaimers
 - Endorsements:
 - Three out of 87 explicitly state no endorsement from OEMs
 - One site presents OEM logos under the heading "Partners"
 - Other sites make no explicit reference to manufacturers apart from those displaying logos
 - Most well-known e-commerce sites sell them: Amazon, Allegro, Alibaba, Made-in-china.
 - Also sold on peer-to-peer sites such as eBay
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Recommended candidates for review



- Category 1 (EU made, UK sites): common version
 - Basic model: “V4 NOx” or “V5 NOx”
 - “Euro VI” or “Mercedes-Benz SCR” version



- Category 3c (assumed EU made): most expensive



- Category 5a-h (EU)



- Chinese low cost:

- Category 7
- Category 10 – most common (or category 8 – from same manufacturer)

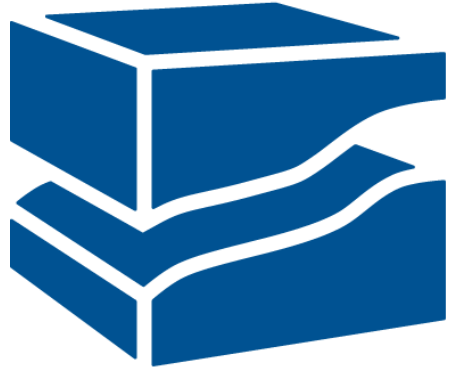


- Chinese medium cost:

- Category 12 with NOx sensor



THANK YOU FOR YOUR ATTENTION



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