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# Independent and reliable DEF market analysis from Integer

## AdBlue & DEF Monitor

The AdBlue & DEF Monitor is the only regular independent market report focused on the emerging Diesel Exhaust Fluid (DEF) and AdBlue® business. It keeps you close to both the AdBlue and US DEF markets by providing you with independent AdBlue & DEF price, supply and consumption data not available anywhere else.

- Published every three months:** Quarterly data from key parts of the AdBlue and DEF supply chain
- The AdBlue/DEF market:** Country and regional reports; pricing for fleet and retail supply
- Underlying supply costs:** Diesel and oil prices; gas prices; urea prices; other key price drivers
- A concise review of truck and bus sales:** Vehicle registrations by class, country and manufacturer. We also breakdown sales of commercial vehicles using SCR technology
- Medium and heavy-duty SCR vehicle sales:** European and US SCR sales by type and manufacturer; estimated AdBlue and DEF consumption
- DEF consumption:** We use SCR vehicle fleet size, DEF consumption rates, average vehicle mileage and discussion with DEF suppliers to estimate total DEF consumption
- The AdBlue/DEF network and infrastructure:** AdBlue/DEF pump network development; pump breakdown by country; oil company and travel center investment; quality issues and developments
- The DEF market in the run-up to 2010:** News and developments throughout 2009; infrastructure developments; DEF supplier intentions; quality issues; DEF pricing series (to be developed as reasonable sales and volumes develop)
- News round-up:** Europe, North America and Rest of World markets

## Your free bonus white paper

### North American DEF consumption from 2010: planning for the economic recovery

Sign up today for a sample issue of the DEF Monitor and receive a free copy of our white paper which analyzes DEF demand in the US and Canada - see over for more details

Sign up today for a free sample copy of the AdBlue & DEF Monitor, plus your bonus white paper

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## Independent and reliable DEF market analysis

Please send me a sample issue of the AdBlue & DEF Monitor and a copy of "North American DEF consumption from 2010: planning for the economic recovery" white paper

Complete the following form and either fax back to +44 (0)207 503 1266, call +44 (0)20 7503 1265 or email james.dixon@integer-research.com, quoting reference NADEF09

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For more information on DEF market analysis, please visit [www.integer-research.com](http://www.integer-research.com)

## Free white paper

### Post-2010 North American DEF volumes

Get your free copy of Integer's latest white paper analyzing DEF demand in the US and Canada. Integer will forecast DEF volumes over a five year period (2010-2014), taking into account the full impact of the global slowdown and US recession.

The forecast will be scenario based, and our base-case will factor in a conservative rate of recovery for the US truck market and wider economy.