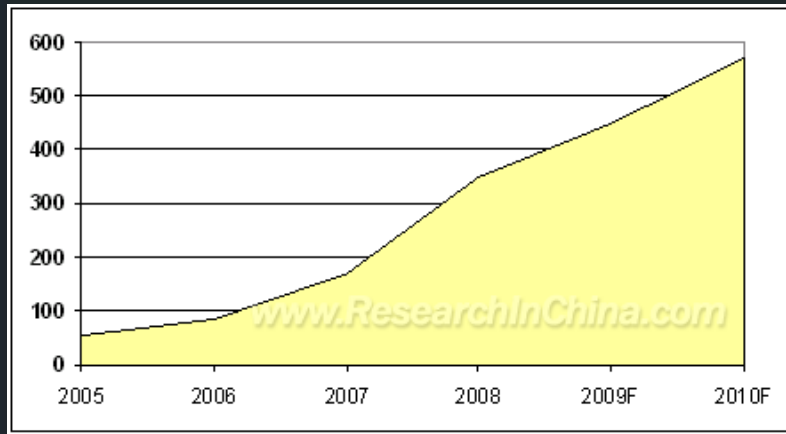


# Global and China Car Navigation Industry Report, 2009-2010



There are two kinds of car navigation systems by installed method: one is the embedded car multimedia information system, which often integrates navigation, DVD, audio, Bluetooth, etc. It includes factory OEM navigation system and aftermarket navigation system. The former means the system installed by car manufacturers, while the latter mainly refers to the systems sold in 4S stores. The other kind is PND (Portable Navigation Device), whose sales channels are IT and 3C stores.

## China Car Navigation Market Scale, 2005-2010E (Unit: 10,000 sets)



Source: ResearchInChina

In 2008, the world's total shipment of GPS navigation devices were over 70 million units, of which, the shipment of factory OEM car navigation devices occupied 10%. The factory OEM car navigation devices market scale will surpass 14 million sets by 2011. China car navigation devices sales in 2008 were over 3 million units, more than doubled the figure last years, of which, the sales of factory OEM car navigation devices were over 300,000 units, much smaller than that of aftermarket car navigation devices. (Please refer to the report for accurate data).

Though the ratio of car navigation to the global navigation devices market scale has decreased, the absolute value of the factory OEM car navigation devices market scale is still growing steadily. As automakers, government and car drivers pay more attention to car safety, high efficiency, convenience, cost saving and pollution reduction, etc, factory OEM car information service terminals are increasingly welcomed. The key driver is the demand of consumers for advanced information and recreation service system, such real-time services as traffic information, oil price, parking lot, tourism information, etc.

Based on the basic information of National Bureau of Statistics, China Association of Automobile Manufacturers, China Technical Application Association for Global Positioning System, related publications at home and abroad, the report made analysis on and forecast of the car navigation industry development, the equipping of mainstream car models, sales channels of related products, key segmented industries, companies, etc and discussed the overall environment and development trend of the car navigation industry in the future. In addition, it provides accurate market intelligence and scientific decision-making basis to help car navigation companies timely adjust their operation strategies in accordance with the market demand, to help strategic investors choose the right investment time and to help company leaders make proper strategic planning, in addition, the report is of great reference value for the credit department of banks.

# Table of Contents

- **1 Overview of Car Navigation**
  - 1.1 Development of Car Navigation System
  - 1.2 Factors Influencing Demand of Navigation Products
  - 1.3 Development Trend of Car Navigation
- **2 Overview of Car Navigation Industry and Market**
  - 2.1 Global Car Navigation Industry and Market
  - 2.2 Chinese Car Navigation Industry and Market
  - 2.3 Classification of Car Navigation Products
    - 2.3.1 by Platform of Navigation Systems
    - 2.3.2 by Installation Method
  - 2.4 Overview of Car Navigation Industry Chain
    - 2.4.1 Structure
    - 2.4.2 Key Links
- **3. Overview of Chinese Automobile Market**
  - 3.1 Overall Performance
  - 3.2 Production and Sales, 2008
  - 3.3 Market Outlook, 2009
- **4 Key Sales Channels of Car Navigation Devices**
  - 4.1 Car Manufacturers Installing
  - 4.2 IT Channel
  - 4.3 3C Stores
  - 4.4 Car 4S Stores and Auto Parts Stations
- **5 Survey on Factory OEM Car Navigation Devices**
  - 5.1 Japanese Cars
  - 5.2 European Cars
  - 5.3 The USA Cars
  - 5.4 Chinese Cars
- **6 Car GPS Suppliers**
  - 6.1 Clarion
  - 6.2 Alpine
  - 6.3 Denso
  - 6.4 JVC-Kenwood
  - 6.5 Pioneer
  - 6.6 Aisin AW
  - 6.7 GARMIN
  - 6.8 TomTom
  - 6.9 Newman
  - 6.10 Shenzhen Seg Scientific Navigations Co., Ltd

- 6.11 BDStar Navigation
- 6.12 Hangsheng
- 6.13 Coagent
- 6.14 Shinco
- 6.15 Aigo
- 6.16 MiTAC
- 6.17 Holux
- 6.18 Globalsat

- **7 Overview of GPS Chip Market and Manufacturers**

- 7.1 Global GPS Chip Market
- 7.2 Global GPS Chip Manufacturers
  - 7.2.1 CSR (SiRF)
  - 7.2.2 STMicroelectronics
  - 7.2.3 Maxim
  - 7.2.4 ATMEL
  - 7.2.5 SIGE
  - 7.2.6 Xemics
  - 7.2.7 Nemerix
- 7.3 Chinese GPS Chip Manufacturers
  - 7.3.1 OlinkStar
  - 7.3.2 HuaXun Microelectronics
  - 7.3.3 UniStar

- **8. E-map Software Market and Suppliers**

- 8.1 Chinese E-map Market
- 8.2 Major E-map Suppliers in China
  - 8.2.1 NavInfo
  - 8.2.2 Ritu
  - 8.2.3 AutoNavi
  - 8.2.4 Careland
  - 8.2.5 Lingtu
  - 8.2.6 Emapgo
  - 8.2.7 CityonMap

# Selected Charts

- Main Applications of Car Navigation
- Factors Affecting the Satisfaction of Consumers for Car Navigation Products and the Ratios
- Failures of Navigation Products per 100 Cars and the Ratios
- Global Car Navigation Development Course
- Global Shipment of GPS Navigation Devices, 2006-2011
- Mobile Navigation Device Shipment of World's Key Navigation Device Manufacturers, 2008
- China Car Navigation Market Scale, 2005-2010
- Car Navigation Equipping in Chinese Market, 2008
- Car Navigation Industry Chain
- Global Ranking of Car Consumption
- China Car Output, 2001-2008
- China Factory OEM Car Navigation Device Market Share, 2008
- Sales Channels of Aftermarket Car GPS Navigators
- Survey on Satisfaction of Car Users for 4S Stores Service
- Ratios of Car Product Businesses in Car 4S Stores
- Survey on Factory OEM Navigators Equipping by Major Japanese Car Models
- Survey on Factory OEM Navigators Equipping by Major European Car Models
- Survey on Factory OEM Navigators Equipping by Major US Car Models
- Survey on Factory OEM Navigators Equipping by Major Chinese Car Models
- Main Production Bases of Clarion

- Navigation Systems of Clarion
- Principle of Clarion's Interactive Navigation System
- Sales Revenue of Clarion, FY2003-FY2008
- Sales Revenue Make-ups of Clarion, FY2005-FY2008
- Sales Revenue of Clarion by Region, 2005-2008
- Car Models Equipped with Electronic Products of Alpine in China
- Navigation Systems of Alpine
- Performance of Alpine, 2004-2009
- Sales Revenue Make-ups of Alpine, 2007-2009
- Sales Revenue of Alpine by Region, 2007-2009
- Classification of Denso Car Navigation Systems
- Performance of Denso, 2004-2009
- Sales Revenue of Denso by Product, 2008-2009
- Sales Revenue of Denso by Region, 2008-2009
- Revenue Source of Denso's Major Clients, 2008-2009
- GPS Systems of Kenwood
- Sales of Kenwood, 2005-2008
- Sales of JVC-KENWOOD, 2009
- Sales Revenue of Kenwood by Product, 2009
- Subsidiaries of Pioneer in China
- GPS Navigation Systems of Pioneer
- Sales Revenue of Pioneer, 2005-2009
- Sales Revenue of Pioneer by Product, 2007-2009
- Sales Revenue of Pioneer by Region, 2007-2009
- Sales Revenue of Aisin AW, 2003-2009
- Car Navigation Products Sales of Aisin AW, 2003-2009
- Car Navigation Products of Aisin AW
- Main Clients of Car Navigation Products of Aisin AW

- Car GPS Products of GARMIN
- Sales of GARMIN, 2003-2008
- R & D Expense of GARMIN, 2003-2008
- Sales Revenue of GARMIN by Product, 2008
- Sales Revenue of GARMIN by Region, 2003-2008
- Major Car Navigation Systems of TomTom (Incomplete)
- PND Sales Trend of TomTom, 2003-2008
- Major Navigation Products of Newman (Incomplete)
- Major GPS Products of Shenzhen Seg Scientific Navigations Co., Ltd
- GPS Products Sales of Shenzhen Seg Scientific Navigations Co., Ltd, 2003-2008
- Major Clients of Shenzhen Seg Scientific Navigations Co., Ltd
- Operating Revenue and Profits of Shenzhen Seg Scientific Navigations Co., Ltd, 2004-2008
- Operating Revenue and Profits of BDStar Navigation, 2004-2008
- Main Businesses and Technologies of BDStar Navigation
- Products of BDStar Navigation
- Intelligent Car Satellite Navigation System of Hangsheng
- Caska Car Navigation Systems of Coagent
- Mainstream Car Models Equipped by Coagent Navigator (Incomplete)
- GPS Products of Shinco
- Major Navigation Products of Aigo (Incomplete)
- Company Profile of MiTAC
- Operating Revenue of MiTAC, 2003-2008
- Performance of Holux, 2004-2008

- Quarterly GPS Sales of Globalsat, 2007-2009
- Performance of Globalsat, 2005-2008
- Investment of Globalsat in Mainland China
- Global GPS Chip Market Scale, 2005-2013
- Global Sales of SiRF, 2003-2008
- Sales of SiRF by Region, 2008
- GPS Chipset Products
- GPS Software Products
- GPS Products of Motorola (Partial)
- Financial Results and Operation of STMicroelectronics by Division, 2008
- Sales Revenue of STMicroelectronics by Region, 2008
- R & D Investment of STMicroelectronics, 2005-2008
- GPS Application of STMicroelectronics
- STA2051 Performance
- STA2056 Performance
- Performance of Maxim, 2004-2008
- GPS Chip Products of Maxim
- Sales of Atmel, 2003-2008
- ATMEL GPS Chip
- Sales Revenue of SiGe, 2003-2008
- SiGe SE4100L Product Parameter
- SiGe SE4110L Product Parameter
- Performance and Description of Xemics GPS
- Performance Comparison between XE1610 and Sirf II
- Typical Application of Nemerix GPS Chip Set
- Baseband IC -NJ1030A
- Typical GPS Receivers based on NJ1x36
- NemerixNJ2020



- Technical Indicators of NewStar100
- Technical Indicators of NewStar200
- GPS Antenna Products of OlinkStar
- Products of HuaXun Microelectronics
- Products of UniStar
- China Navigation Map Goals by Stage, 2010-2020
- Qualified Producers in Navigation E-Map Making, 2009
- Key Clients of NavInfo
- CarNav Products of Ritu
- Framework of Careland I-Spatial
- Framework of Careland X-Bridge
- Framework of Careland Car Embedded Operating System - Carnix
- Framework of Careland Open Navigation Platform - Navi-Core
- VRMap Product System of Lingtu
- Main Products of Lingtu
- Application Fields of Emapgo Products
- Application of Emapgo Products
- Main Products of CityonMap

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