

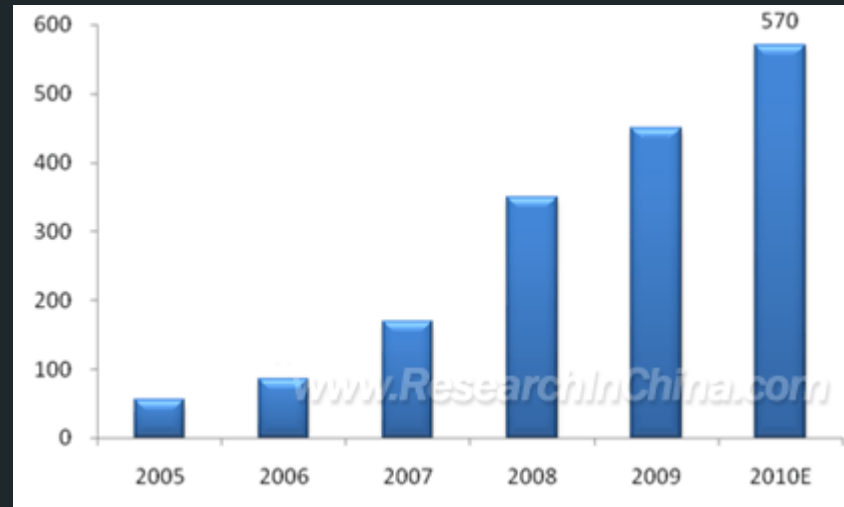
China Car Navigation Industry Report, 2010



The rapid development of Chinese automotive market has sped up the evolution of automotive navigation in China in recent years. It is expected that the car navigation market size of China will reach nearly 5.7 million sets in 2010.

In China, the factory OEM car navigation device market is dominated by Denso, Aisin, Pioneer, Alpine and other foreign manufacturers, while the aftermarket is occupied by Coagent, Luteshi, Soling and other domestic peers.

Chinese Car Navigation Market Size, 2005-2010 (Unit:10,000 sets)



Source: ResearchInChina

In July 2010, ResearchInChina investigated 2,823 models of 92 car brands available in Chinese mainland market and found that 606 models (a 21.47% share) were equipped with navigation devices (Standard Configuration).

As for prices, the cars equipped with navigation devices (Standard Configuration) are mainly the medium-end ones priced at RMB100,000-150,000, RMB200,000-250,000 and RMB250,000-300,000, as well as luxurious ones at the price of RMB1.0-1.5 million to RMB1.5-2.0 million.

Of the car models equipped with navigation devices (Standard Configuration), European cars take the largest portion of 36.25%, while Japanese cars, American cars and South Korean cars enjoy comparable proportions, and Chinese cars are with the least percentage.

The Equipping of Navigation Devices (Standard Configuration) to Car Models by Clique

	All Models	Models with Navigation Devices	Percentage
Japan	551	118	21.42%
Europe	789	286	36.25%
U.S.A	209	49	23.44%
China	1056	94	8.90%
South Korea	168	37	22.02%
Others	50	22	44.00%
Total	2823	606	21.47%

Source: ResearchInChina

Taking the sales of every car model into account, only a small number of cars are equipped with navigation devices in China. Compared with the developed markets in Japan, Europe and the United States, the potentials of Chinese car navigation market are far from being released.

Table of Contents

- **1 Overview of Car Navigation**
 - 1.1 Introduction
 - 1.2 Classification
 - 1.3 Industry Chain
 - 1.3.1 Constitution
 - 1.3.2 Main Taches
- **2 Chinese Car Navigation Market Environment**
 - 2.1 Impact of China Automobile Industry
 - 2.2 Output and Sales Volume of Cars in 2009
 - 2.3 The Equipping of Navigation Devices to Cars in China in 2010
- **3 Status Quo of Car Navigation Market**
 - 3.1 Global Car Navigation Industry and Market
 - 3.2 Chinese Car Navigation Industry and Market
 - 3.2.1 Evolution
 - 3.2.2 Market Size
 - 3.2.3 The Equipping of Car Navigation Devices
 - 3.3 Factors Affecting Consumer Demand
 - 3.4 Development Trends
- **4 Sales Channels of Car Navigation Devices**
 - 4.1 Preassembly to Cars
 - 4.2 IT Channel
 - 4.3 3C Stores
 - 4.4 Car 4S Stores & Auto Parts Stations
- **5 Survey on Factory OEM Car Navigation Devices**
 - 5.1 Japanese Cars
 - 5.2 South Korean Cars
 - 5.3 European Cars
 - 5.4 American Cars
 - 5.5 Chinese Cars
- **6 Car Navigation 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 Beijing UniStrong
- 6.10 Shenzhen Seg Scientific Navigations Co., Ltd
- 6.11 BDStar Navigation
- 6.12 Hangsheng Electronics
- 6.13 Coagent
- 6.14 MiTAC
- 6.15 Holux
- 6.16 GlobalSat

- **7 GPS Chip Market and Manufacturers**

- 7.1 Global GPS Chip Market
- 7.2 Global GPS Chip Manufacturers
- 7.2.1 SiRF
- 7.2.2 STMicroelectronics

- 7.2.3 Maxim
- 7.2.4 ATMEL
- 7.2.5 SIGE
- 7.3 Chinese GPS Chip Manufacturers
- 7.3.1 OlinkStar
- 7.3.2 HuaXun Microelectronics
- 7.3.3 UniStar Microelectronics

Selected Charts

- Car Navigation Industry Chain
- Introduction of Satellite Positioning and Navigation System
- Top 10 Countries by Car Output in the World, 2001-2009
- Top 10 Countries by Passenger Car Output in the World, 2001-2009
- Global Ranking of Car Consumption
- Output of Cars in China, 2005-2010
- Top 10 Mini Car Models and Their Navigation Devices (Standard Configuration) by Sales Volume, Jan.-May, 2010
- Top 10 Small Car Models and Their Navigation Devices (Standard Configuration) by Sales Volume, Jan.-May, 2010
- Top 15 Compact Models and Their Navigation Devices (Standard Configuration) by Sales Volume, Jan.-May, 2010
- Top 10 Medium-end Models and Their Navigation Devices (Standard Configuration) by Sales Volume, Jan.-May, 2010
- Top 5 Medium and High-class Car Models and Their Navigation Devices (Standard Configuration) by Sales Volume, Jan.-May, 2010
- Top 10 SUV Models and Their Navigation Devices (Standard Configuration) by Sales Volume, Jan.-May, 2010
- Top 10 MPV Models and Their Navigation Devices (Standard Configuration) by Sales Volume, Jan.-May, 2010
- Chinese Car Navigation Market Size, 2005-2010
- Sales Volume of PND Navigators in China, 2004-2009
- Number and Percentage of Car Models Equipped with Navigation Devices (Standard Configuration) in China
- Price Range of Car Models Equipped with Navigation Devices (Standard Configuration) in China

- Proportion of the Surveyed on Car Navigation
- Percentage of Factory OEM Car Navigation in China
- Sales Channels of Aftermarket Car GPS Navigators
- Market Shares of Aftermarket Car GPS Navigators, 2009
- Survey on Satisfaction of Car Users with 4S Stores Service
- Ratios of Car Product Businesses in Car 4S Stores
- The Equipping of Navigation Devices (Standard Configuration) to Car Models by Clique
- Japanese Car Models Equipped with Navigation Devices (Standard Configuration)
- Japanese Car Models Equipped with Navigation Devices (Absolute Standard Configuration)
- South Korean Car Models Equipped with Navigation Devices (Standard Configuration)
- South Korean Car Models Equipped with Navigation Devices (Absolute Standard Configuration)
- European Car Models Equipped with Navigation Devices (Standard Configuration)
- European Car Models Equipped with Navigation Devices (Absolute Standard Configuration)
- American Car Models Equipped with Navigation Devices (Standard Configuration)
- American Car Models Equipped with Navigation Devices (Absolute Standard Configuration)
- Chinese Car Models Equipped with Navigation Devices (Standard Configuration)
- Chinese Car Models Equipped with Navigation Devices (Absolute Standard Configuration)
- Revenue and Operating Margin of Clarion, FY2006-FY2010
- Revenue of Clarion by Region, FY2009-FY2010
- Principle of Clarion's Interactive Navigation System
- GPS Production Bases of Clarion in China
- Prime Operating Revenue of DCOE, 2004-2009

- Performance of Alpine, FY2004-FY2009
- Sales Revenue Make-ups of Alpine, FY 2007-FY2009
- Sales Revenue of Alpine by Region, FY 2007-FY2009
- Prime Operating Revenue of Dalian Alpine, 2004-2009
- Prime Operating Revenue of Taicang Alpine, 2004-2009
- Revenue and Profit of Denso, FY2006-FY2010
- Client Structure of Denso, FY2008-FY2010
- Product Structure of Denso, FY2008-2010
- Revenue and Operating Margin of JVC-KENWOOD, FY2008-FY2010
- Revenue of JVC-KENWOOD by Division, FY2008-FY2010
- Revenue of JVC-KENWOOD's Automotive Electronics, FY2008-FY2010
- Revenue and Operating Margin of Pioneer, FY2006-FY2010
- Revenue of Pioneer by Division, FY2007-FY2011
- Revenue and Operating Margin of Pioneer's Automotive Electronic Division, FY2007-FY2011
- Revenue of Pioneer by Region, FY2007-FY2009
- Revenue of Pioneer's Automotive Electronic Division from Factory OEM Car Navigation Device Market and Aftermarket, FY2009-2012E
- Client Structure (except Toyota) of Aisin Seiki, FY2008-FY2010
- Sales Revenue of Aisin AW, FY2003-FY2009
- Sales Volume of Aisin AW Car Navigation Products, FY2003-FY2009
- Major Clients of Aisin AW Car Navigation Products
- Revenue and Profit of GARMIN, 2005-2010
- Revenue of GARMIN by Region, 2007-2009
- Sales Revenue of GARMIN by Product, 2009
- R&D Expenses of GARMIN, 2005-2009
- Revenue Structure of TomTom, 1Q 2010

- PND Sales of TomTom, 2003-2009
- Operation of UniStrong, 2007-2009
- Revenue of UniStrong by Product, 2008-2013E
- Major Competitors of UniStrong
- Cooperation between UniStrong and Garmin
- Planned Investment Projects of UniStrong
- Sales Volume of Seg's GPS Products, 2003-2008
- Main Business and Technologies of BDStar Navigation
- Products of BDStar Navigation
- Operating Income and Profit of BDStar Navigation, 2005-2010
- Operating Income of BDStar Navigation by Region, 2009
- Prime Operating Revenue of Hangsheng Electronics, 2004-2009
- Major Car Models Equipped with Caska's GPS
- OEM Cars Equipped with Coagent's GPS Products
- Revenue of Coagent, 2004-2009
- Shares of Coagent in Car GPS Modified Market, 2009
- Company Profile of MiTAC
- Operating Income of MiTAC, 2003-2009
- Operating Income and Net Income of Holux, 2003-2010
- Quarterly GPS Sales of Holux, 2007-2009
- Performance of Globalsat, 2005-2010
- Global GPS Chip Market Scale, 2005-2013E
- Chinese GPS Chip Market Scale, 2008-2011
- Global Sales of SiRF, 2003-2008
- Sales Revenue of ST, 2005-2010
- Revenue of ST by Region, 2008-2009

- Revenue of ST by Division, 1Q 2009
- Revenue and Profit of Maxim, 2005-2010
- Sales Revenue of ATMEL, 2005-2009
- Net Income of ATMEL, 2005-2009
- Revenue of ATMEL by Region, 2009
- Revenue of ATMEL by Division, 2009
- Sales Revenue of SiGe, 2003-2008
- Major GPS Products of SiGe
- Products of HuaXun Microelectronics
- Products of UniStar Microelectronics

How to Buy

Product details			How to Order
Single user	USD	File	By email: report@researchinchina.com
	1,900	PDF	By fax: 86-10-82601570
	2,900	PDF	By online: www.researchinchina.com
Publication date: Sep. 2010			
For more information, call our office in Beijing, China:			
Tel: 86-10-82600828			
Website: www.researchinchina.com			