METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080
Phone: +86 10 82600828 ● Fax: +86 10 82601570 ● www.researchinchina.com ● report@researchinchina.com
Copyright 2012 ResearchInChina
Abstract

Global automotive magnesium alloy industry in recent years is getting out of the shadow of the financial crisis and magnesium price skyrocketing, both production and consumption have been restored. Favorable factors such as the rapid recovery of American and Japanese automobile industry, the upgrading of product structure of China’s automotive industry, international magnesium-aluminum price ratio back to less than 1.3, and the lightweight of vehicle all have provided impetus for the rebound of automotive magnesium alloy market. In 2012, the global automotive magnesium alloy consumption reached 214,000 tons, a year-on-year increase of 4.9%. During this period, China with rich magnesium resources and a huge automotive industry has become a hot spot for investments in the industry.

After 2008, affected by the increased tax rate of magnesium alloy exports as well as the rapid development of automobile industry, China’s automotive magnesium alloy industry showed contrarian growth against the financial crisis worldwide, thus changing the previous situation that domestic magnesium alloy auto parts mainly relied on imports. In 2012 China’s capacity of magnesium alloy auto parts reached 47,000 tons/a, and the demand over the corresponding period was 45,000 tons, a basic balance between supply and demand. However, as a great number of automotive magnesium alloy producers in China are the new entrants with weak technical reserves and products concentrated in the middle and low ends, high-end automotive magnesium alloys still depend on imports.
In China, following the structural upgrade of automobile industry, a step-by-step increase in the proportion of medium- and high-end cars, the clearer trend of automotive lightweight, the gradually improved production technology of automotive magnesium alloy, coupled with the effect of cancelling magnesium alloy export duties in January 2013 by China Customs, the demand for automotive magnesium alloy is expected to achieve sustained growth in future.

In addition to a detailed analysis on the development status of the global and China automotive magnesium alloy industry, this report also highlights the automotive magnesium alloy business of five multinational companies i.e. Meridian, STOLFIG, TAKATA, Autoliv and GF as well as 21 domestic companies e.g. Nanjing Yunhai Special Metals Co., Ltd., DongGuan EONTEC Co., Ltd. and Shanghai Meridian Magnesium Products Co., Ltd..

In response to the financial crisis, Meridian as the global automotive magnesium alloy industry leader has implemented strategic adjustment in industrial distribution since 2009, which has significantly improved capacity in key areas. In 2011, Meridian expanded operations in the UK and raised the capacity of local factories twice that of 2010. In May, 2012, the production capacity of Meridian’s joint venture in Shanghai, China saw an increase of 20%; followed by another rise of 30% in early 2013.

Beijing Guangling Jinghua Science & Technology Co., Ltd. (also known as “Gonleer”) is one of the major automotive magnesium alloy manufacturers in China. By 2004, the company has completed the whole industry chain layout from the upstream minerals to the downstream smelting and processing. In 2013, its products have covered five major areas i.e. magnesium and magnesium alloys, sacrificial anode, mechanical parts, sections and magnesium sheet, with annual capacity up to 50,000 tons, becoming a supplier of magnesium alloy auto parts for Volkswagen, Hyundai, Ford and other well-known carmakers.

Relying on its rich resources of magnesium and magnesium alloys, Nanjing Yunhai Special Metals Co., Ltd. has also achieved comprehensive coverage of the whole industry chain over the past few years. As a key supplier of magnesium alloy auto parts for Chery Automobile, the company reaches capacity of 3,000 tons/a automotive magnesium alloy in 2013.
Table of contents

1 Overview of Automotive Magnesium Alloy
1.1 Profile
1.2 Classification and Application
1.3 Industry Chain

2 Development of Global Automotive Magnesium Alloy Industry
2.1 Development Course
2.2 Production
2.3 Demand
2.3.1 Consumption
2.3.2 Main Customers
2.4 Market Competition
2.5 United States
2.5.1 Development Environment
2.5.2 Market Status
2.6 Europe
2.6.1 Development Environment
2.6.2 Market Status
2.7 Japan
2.7.1 Development Environment
2.7.2 Market Status
Summary

3 Development of China Automotive Magnesium Alloy Industry
3.1 Development Course
3.2 Development Environment

4 Key Companies Worldwide
4.1 Meridian
4.1.1 Profile
4.1.2 Automotive Magnesium Alloy Business
4.2 STOLFIG
4.2.1 Profile
4.2.2 Automotive Magnesium Alloy Business
4.3 TAKATA
4.3.1 Profile
4.3.2 Operation
4.3.3 Automotive Magnesium Alloy Business
4.4 Autoliv
4.4.1 Profile
4.4.2 Operation
4.5 GF
Summary

5 Key Companies in China
5.1 Nanjing Yunhai Special Metals Co., Ltd.
5.1.1 Profile
5.1.2 Operation

5.1.3 Revenue Structure
5.1.4 Gross Margin
5.1.5 Automotive Magnesium Alloy Business
5.2 DongGuan Eontec Co., Ltd.
5.3 Shanghai Meridian Magnesium Products Co., Ltd.
5.4 Qingoo Technology
5.5 Chongqing Magnesium Science and Technology Co., Ltd
5.6 Faw Foundry Co., Ltd
5.7 DY Group
5.8 Yinguang Magnesium Group
5.9 Chongqing BoAo Mg-Al Manufacture Co., Ltd
5.10 Yuyao Ruide Auto Parts Co., Ltd
5.11 Gonleer
5.12 Shenyang Jinbei Magnesium Auto-parts Co., Ltd
5.13 Stolfig (Huaihua)
5.14 Huaying Magnesium Group
5.15 Ningxia Huameite Magnesium Alloy Manufacturing Co., Ltd.
5.16 Chongqing Sun Magnesium Co., Ltd
5.17 Jiangsu Yuan tong Auto-parts Co., Ltd
5.18 Wuhu Magnesium Industrial Co., Ltd
5.19 Others
5.19.1 Changzhou Precision Machinery Manufacturing Co., Ltd.
5.19.2 Weihai Wanfeng Magnesium Industry Science and Technology Development Co., Ltd
5.19.3 Zhongshan Yuefumei Electrical Appliance Company Limited
Selected Charts

- Applications of Magnesium Alloy Auto Parts
- Operational Performance of Typical Magnesium Alloy Auto Parts
- Automotive Magnesium Alloy Industry Chain
- Effects of Mass Reduction on 41 Kinds of Auto Parts by Adopting Magnesium Alloy Materials
- Global Automotive Magnesium Alloy Output, 2008-2015E
- Global Sedan/Commercial Vehicle/Car Production, 2008-2015E
- Global Automotive Magnesium Alloy Consumption (Total vs. Per Vehicle), 2008-2015E
- Capacity and Products of the World’s Leading Automotive Magnesium Alloy Manufacturers, 2012
- Automotive Material Structure in North America, 2020
- Automotive Magnesium Alloy Consumption in the United States, 2008-2015E
- Sedan / Commercial Vehicle / Car Production in Europe, 2008-2015E
- Automotive Magnesium Alloy Consumption in Europe, 2008-2015E
- Sedan / Commercial Vehicle / Car Production in Japan, 2008-2015E
- Automotive Magnesium Alloy Consumption in Japan, 2008-2015E
- Policies on Automotive Magnesium Alloy Industry in China, 2007-2012
- Primary Magnesium Production and Sales in China, 2008-2015E
- Magnesium Alloy Production and Sales in China, 2008-2015E
- China’s Magnesium Aluminum Spot Prices and Price Ratio, 2007-2013
- China’s Automotive Magnesium Alloy Capacity, 2008-2015E
- China’s Automotive Production by Type, 2008-2015E
- China’s Automotive Magnesium Alloy Demand and Consumption per Vehicle, 2008-2015E
- Capacity and Products of China’s Top 10 Automotive Magnesium Alloy Manufacturers, 2012
Selected Charts

- Client Distribution of China’s Top 10 Automotive Magnesium Alloy Manufacturers, 2012
- Key Automotive Magnesium Alloy Projects Planned or Under Construction in China, 2013
- China’s Automotive Magnesium Alloy Capacity and Demand, 2008-2015E
- Capacity and Clients of Major Magnesium Alloy Auto Parts of Meridian, 2013
- Production Bases and Corresponding Markets of Major Magnesium Alloy Auto Parts of Meridian, 2013
- Major Clients of Magnesium Alloy Auto Parts Business of Meridian, 2013
- Products and SOP Time of STOLFIG’s Production Bases
- Magnesium Alloy Auto Parts Products and Clients of STOLFIG
- Revenue and Net Income of TAKATA, FY2008-FY2015E
- Sales and Profit of TAKATA by Region, FY2012
- Revenue and Net Income of Autoliv, 2010-2015E
- Revenue Breakdown of Autoliv by Region, 2012
- Revenue Breakdown of Autoliv by Client, 2012
- Output of Main Products of Autoliv, 2012
- Production Bases and Capacity of Magnesium Alloy Auto Parts of GF
- Capacity of the World’s Leading Automotive Magnesium Alloy Manufacturers, 2012
- Revenue Structure of Nanjing Yunhai Special Metals by Product, 2010-2012
- Gross Margin of Nanjing Yunhai Special Metals by Product, 2010-2012
- Automotive Magnesium Alloy Capacity, Product Type and Clients of Nanjing Yunhai Special Metals, 2013
- Revenue and Net Income of Dongguan Eontec, 2009-2016E
- Revenue Structure of Dongguan Eontec, 2009-2012
- Capacity, Output and Capacity Utilization of Products (by Product Weight), 2009-2016E
- Output, Sales Volume and Sales-Output Ratio of Products (by Product Quantity), 2009-2011
- Key Automotive Magnesium Alloy Projects of Dongguan Eontec
- Revenue and Gross Margin of Magnesium Alloy Business of Dongguan Eontec, 2009-2012
- Auto Parts Products and Clients of Shanghai Meridian Magnesium Products, 2013
- Capacity of Qingoo Technology by Product, 2013
- Magnesium Alloy Die Casting Project of Qingoo Technology, 2010-2011
- Magnesium Alloy Auto Parts of Qingoo Technology
- Automotive Magnesium Alloy Products of Chongqing Magnesium Science and Technology, 2013
- Main Products and Capacity of Subordinate Units of Faw Foundry, 2013
- Automotive Magnesium Alloy Products of Faw Foundry
- Magnesium Alloy Deep-Processing Projects of DY Group
- Capacity of Yinguang Magnesium Group by Product, 2013
- Automotive Magnesium Alloy Products of Yinguang Magnesium Group, 2013
- Magnesium Alloy Auto Parts Products and Clients of Chongqing BoAo Mg-Al Manufacture, 2013
- Automotive Magnesium Alloy Products of Yuyao Ruide Auto Parts
- Organizational Structure of Gonleer
- Capacity of Shenyang Jinbei Magnesium Auto-parts by Product, 2012
- Automotive Magnesium Alloy Projects of Stolfig(Huaihua)
- Sun Mountain Magnesium Alloy and Coal Chemical Recycling Economy Industrial Park Project of Huaying Group
- Automobile Hub Project of Ningxia Huameite Magnesium Alloy Manufacturing
- Capacity of Chongqing Sun Magnesium, 2012-2013
- Magnesium Alloy Automobile Hub Project of Jiangsu Yuantong Auto-parts
- Capacity of Magnesium Alloy Products of Wuhu Magnesium Industrial, 2013
- Capacity, Products and Clients of Major Automotive Magnesium Alloy Manufacturers in China, 2012
You can place your order in the following alternative ways:

1. Order online at www.researchinchina.com
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: report@researchinchina.com
4. Phone us at +86 10 82600828/ 82601561

Choose type of format
PDF (Single user license) ............1,800 USD
Hard copy ......................... 1,900 USD
PDF (Enterprisewide license)........ 2,800 USD

※ Reports will be dispatched immediately once full payment has been received.
Payment may be made by wire transfer or credit card via PayPal.

<table>
<thead>
<tr>
<th>Party A:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Tel</td>
</tr>
<tr>
<td>E-mail:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party B:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Beijing Waterwood Technologies Co., Ltd (ResearchInChina)</td>
</tr>
<tr>
<td>Address:</td>
<td>Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080</td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Liao Yan</td>
</tr>
<tr>
<td>E-mail:</td>
<td><a href="mailto:report@researchinchina.com">report@researchinchina.com</a></td>
</tr>
<tr>
<td>Bank details:</td>
<td>Beneficial Name: Beijing Waterwood Technologies Co., Ltd</td>
</tr>
<tr>
<td></td>
<td>Bank Name: Bank of Communications, Beijing Branch</td>
</tr>
<tr>
<td></td>
<td>Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian District, Beijing</td>
</tr>
<tr>
<td></td>
<td>Bank Account No #: 110060668012015061217</td>
</tr>
<tr>
<td></td>
<td>Routing No #: 332906</td>
</tr>
<tr>
<td></td>
<td>Bank SWIFT Code: COMMCHNABJG</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Format</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>