**STUDY GOAL AND OBJECTIVES**

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

**REPORT OBJECTIVES**

- To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- To complement the organizations’ internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- To help company to succeed in a competitive market, and

**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.
Abstract

As of May 2014, about 30 companies in China, including complete vehicle factories, auto parts producers and independent motor manufacturers, can produce new energy vehicle drive motors, of which 15 could deliver goods in volume for complete vehicle factories. Among complete vehicle factories, BYD produces new energy vehicle drive motors by itself; Shanghai Edrive Co., Ltd. (Shanghai Edrive) is a leading new energy passenger vehicle drive motors player among independent motor or auto parts producers, and Hunan CSR Times Electronic vehicle Co., Ltd. is a champion in production of new-energy commercial vehicle drive motor.

Among foreign brands, complete vehicle companies like Toyota and Honda have established automobile motor factories in China to supply its industry chains; auto parts producers such as Bosch and ZF Friedrichshafen AG have set up joint ventures with domestic Chinese companies to develop and produce new energy vehicle drive motors; independent motor suppliers like Remy Inc. has built factories in China.

A total of about 46,000 sets of new-energy vehicle drive motors were made in China in 2013, generating output value of RMB 1.86 billion. Small industry size and slower expansion of production capacity are largely due to dismal popularization of new energy vehicles in China. However, China has stepped up its efforts to promote new energy vehicles in 2014, with growth rate of output and sales volume accelerating. In April 2014, China produced 3,850 new energy vehicles, soaring by 70.1% year on year. The accelerated growth of new energy vehicle market will promote the development of new energy vehicle drive motor market.
From application of various new energy vehicle drive motors in China, AC asynchronous induction motor and switch reluctance motor are primarily used in new energy commercial vehicles, especially new energy buses, with the latter less applied in practical assemblage; permanent-magnet synchronous motors are mainly applied in new energy passenger vehicles. China Tex Mechanical & Electrical Engineering Ltd. takes the leadership in the field of switch reluctance motor, and Shanghai Edrive, Jing-Jin Electric Technologies (Beijing) Co., Ltd. (JJE) and Shenzhen Greatland Electrics Inc. are leading producers in permanent-magnet synchronous motor, of which JJE is the largest exporter of new energy drive motors in China.

China New Energy Vehicle Drive Motor Industry Report, 2014 covers the following:
- Overview of new energy vehicle drive motor, including definition, classification and industry chain of vehicle drive motor;
- Operating environment of China new energy vehicle drive motor industry, including policy environment, development of new energy vehicle market and its impact on automobile drive motor industry;
- Development of China new energy vehicle drive motor industry, covering costs, historical supply and demand, demand forecast and competition among mainstream manufacturers;
- 22 Chinese companies and 6 global players, containing operation, new energy vehicle drive motor business
Major New Energy Vehicle Drive Motor Suppliers in China, 2014

Source: China New Energy Vehicle Drive Motor Industry Report, 2014, ResearchInChina
1. Overview of New Energy Vehicle Drive Motor Industry
1.1 Definition and Classification
1.2 Industry Chain
1.2.1 Upstream
1.2.2 Downstream

2. Operating Environment of China New Energy Vehicle Drive Motor Industry
2.1 Policy Environment
2.2 Impact of New Energy Vehicle Development on Drive Motor
2.2.1 Hybrid Vehicle
2.2.2 Battery Electric Vehicle
2.2.3 Status Quo and Trends of New Energy Vehicle in China

3.1 Status Quo
3.2 Supply and Demand
3.2.1 Costs
3.2.2 Supply and Demand
3.3 Competitive Landscape
3.4 Opportunities and Trends
3.4.1 Technological Trend
3.4.2 Opportunities and Market Trend

4.1 Zhongshan Broad-ocean Motor Co., Ltd.
4.1.1 Profile
4.1.2 Operation
4.1.3 Revenue Structure
4.1.4 Gross Margin
4.1.5 New Energy Vehicle Motor Business
4.1.6 Forecast and Outlook
4.2 Jiangxi Special Electric Motor Co., Ltd.
4.2.1 Profile
4.2.2 Operation
4.2.3 Revenue Structure
4.2.4 Gross Margin
4.2.5 New Energy Vehicle Motor Business
4.2.6 Forecast and Outlook
4.3 Wanxiang Qianchao Co., Ltd.
4.3.1 Profile
4.3.2 Operation
4.3.3 Revenue Structure
4.3.4 Gross Margin
4.3.5 New Energy Vehicle Motor Business
4.4 Zhejiang Founder Motor Limited Company
4.4.1 Profile
4.4.2 Operation
4.4.3 Revenue Structure
4.4.4 Gross Margin
4.4.5 New Energy Vehicle Motor Business
4.5 Wolong Electric Group Co., Ltd.
4.5.1 Profile
4.5.2 Operation
4.5.3 Revenue Structure
4.5.4 Gross Margin
4.5.5 New Energy Vehicle Motor Business
4.6 Xin Zhi Motor Co., Ltd.
4.6.1 Profile
4.6.2 Operation
4.6.3 Revenue Structure
4.6.4 Gross Margin
4.6.5 New Energy Vehicle Motor Business
4.7 Shanghai Edrive Co., Ltd.
4.7.1 Profile
4.7.2 Operation
4.7.3 New Energy Vehicle Motor Products
4.7.4 Forecast and Outlook
4.8 Hunan CSR Times Electronic vehicle Co., Ltd.
4.8.1 Profile
4.8.2 Operation
4.8.3 New Energy Vehicle Motor Products
4.8.4 Forecast and Outlook

5. Key Global New Energy Vehicle Drive Motor Players
5.1 Robert Bosch GmbH
5.1.1 Profile
5.1.2 New Energy Vehicle Motor Business
5.2 ZF Friedrichshafen AG
5.2.1 Profile
5.2.2 New Energy Vehicle Motor Business
5.3 Continental AG
5.3.1 Profile
5.3.2 New Energy Vehicle Motor Business
5.4 Aisin AW Co., Ltd.
5.4.1 Profile
5.4.2 New Energy Vehicle Motor Business
5.5 Hyundai Mobis
5.6 AC Propulsion
• Basic Structure of New Energy Vehicle Motor Driving System
• Comparison of Main Parameters of New Energy Vehicle Drive Motor and Traditional Motor
• Classification and Characteristics of New Energy Vehicle Drive Motors
• Structure Comparison of New Energy Vehicle and Conventionally Fuelled Vehicle
• China’s Main Policies on New Energy Vehicle
• Purchase Restrictions in Major Cities in China, 2014
• Classification and Auxiliary Motor of Hybrid Vehicle
• Operating Principle Diagraph of Battery Electric Vehicle
• Output and Sales Volume of New Energy Vehicles in China, 2010-2014
• Cost Structure of Components of Motor
• Cost Structure of Motor Controller
• Price Composition of Permanent-magnet Drive Motor
• Size of China New Energy Vehicle Drive Motor Market (Including Exports), 2010-2014
• Chinese Brand New Energy Passenger Vehicles --Top 5 Motor Manufacturers by Supported Models
• Auxiliary Motors of Mainstream New Energy Passenger Vehicles
• Chinese Brand New Energy Commercial Vehicles -- Top 5 Motor Manufacturers by Supported Models
• Comparison of Two Driving Methods
• Operation of Zhongshan Broad-ocean Motor, 2010-2014
• Revenue Breakdown of Zhongshan Broad-ocean Motor by Sector, 2013
• Revenue Structure of Zhongshan Broad-ocean Motor by Region, 2009-2013
• Gross Margin of Zhongshan Broad-ocean Motor, 2008-2013
• Gross Margin of Zhongshan Broad-ocean Motor by Product, 2010-2013
• Revenue from New Energy Vehicle Motor Business of Zhongshan Broad-ocean Motor, 2010-2012
• New Energy Vehicle Power Assembly Projects under Construction of Zhongshan Broad-ocean Motor
- Zhongshan Broad-ocean Motor’s Subsidiaries Primarily Engaged in New Energy Vehicle Business
- Revenue and Net Income of Jiangxi Special Electric Motor, 2010-2014
- Revenue Structure of Jiangxi Special Electric Motor by Product, 2010-2013
- Revenue of Jiangxi Special Electric Motor by Product, 2010-2013
- Revenue Structure of Jiangxi Special Electric Motor by Region, 2010-2013
- Gross Margin of Jiangxi Special Electric Motor, 2011-2014
- Gross Margin of Jiangxi Special Electric Motor by Product, 2011-2013
- Jiangxi Special Electric Motor’s Subsidiaries Primarily Engaged in New Energy Vehicle Business
- Revenue and Net Income of Wanxiang Qianchao, 2010-2014
- Acquisitions Made by Wanxiang Qianchao, 2013
- Revenue Structure of Wanxiang Qianchao by Product, 2010-2013
- Revenue Breakdown of Wanxiang Qianchao by Product, 2010-2013
- Revenue Structure of Wanxiang Qianchao by Region, 2010-2013
- Wanxiang Qianchao’s Revenue from Top 5 Customers, 2013
- Gross Margin of Wanxiang Qianchao, 2011-2014
- Gross Margin of Wanxiang Qianchao by Product, 2010-2013
- Revenue and Net Income of Zhejiang Founder Motor, 2010-2014
- Revenue Structure of Zhejiang Founder Motor by Product, 2010-2013
- Revenue Breakdown of Zhejiang Founder Motor by Product, 2010-2013
- Revenue Structure of Zhejiang Founder Motor by Region, 2010-2013
- Zhejiang Founder Motor’s Revenue from Top 5 Customers, 2013
- Gross Margin of Zhejiang Founder Motor, 2011-2014
- Gross Margin of Zhejiang Founder Motor by Product, 2010-2013
- Electric Vehicle Drive Motor System Projects of Zhejiang Founder Motor, 2013
Selected Charts

- Revenue and Net Income of Wolong Electric, 2010-2014
- Revenue Structure of Wolong Electric by Product, 2010-2013
- Revenue Breakdown of Wolong Electric by Product
- Revenue Structure of Wolong Electric by Region, 2010-2013
- Gross Margin of Wolong Electric, 2011-2014
- Gross Margin of Wolong Electric by Product, 2010-2013
- Revenue and Net Income of Xin Zhi Motor, 2010-2014
- Revenue Structure of Xin Zhi Motor by Product, 2010-2013
- Revenue Structure of Xin Zhi Motor by Region, 2010-2013
- Xin Zhi Motor’s Revenue from Top 5 Customers, 2013
- Gross Margin of Xin Zhi Motor, 2011-2014
- Gross Margin of Xin Zhi Motor by Product, 2010-2013
- Types and Parameters of New Energy Vehicle Motor Systems Already Produced by Shanghai Edrive
- Dimensions and Appearance of Shanghai Edrive’s New Energy Vehicle Motor Systems
- Types and Parameters of New Energy Vehicle Motor Systems Already Produced by Hunan CSR Times Electric Vehicle
- Main Specifications of New Energy Vehicle SRD Motors Already Produced by China Tex Mechanical & Electrical Engineering
- Main Specifications of New Energy Vehicle Motors Already Produced by JJE
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