



China Car Electric Window Regulator Industry Report, 2014-2017

Jul. 2014

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.

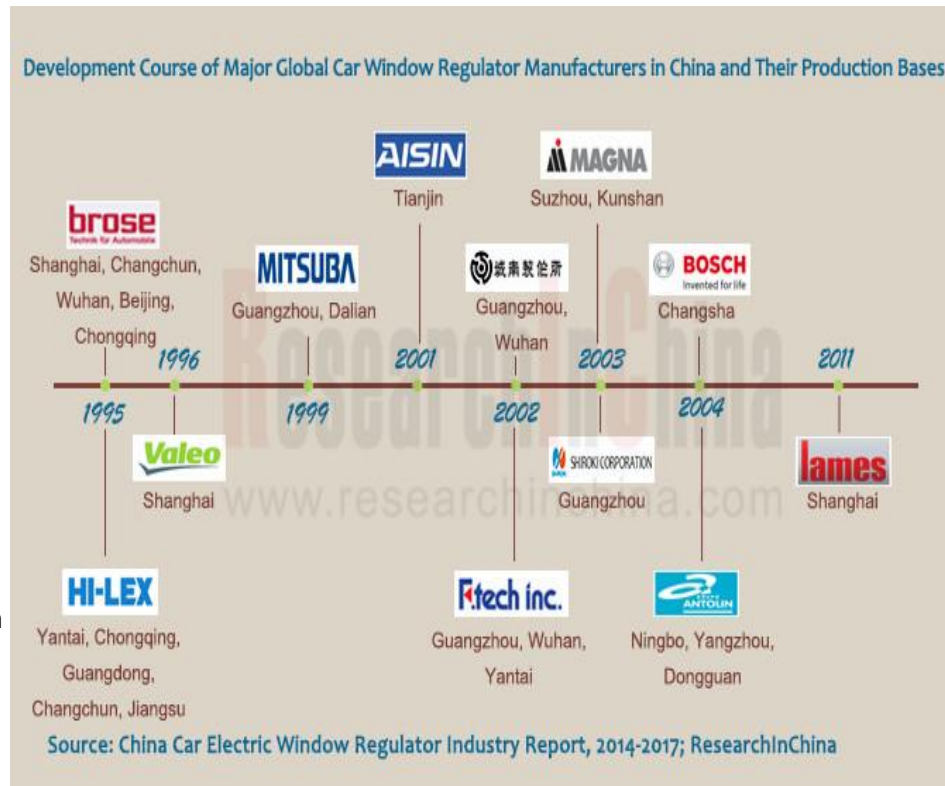
INFORMATION SOURCES

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

Abstract

With the maturity and development of technologies as well as users' higher requirements on comfort, the installation rate of Chinese car electric window regulators has been gradually rising. In 2013, the installation rate exceeded 88% and the demand outnumbered 75 million pieces, up 19% year on year. In the next few years, Chinese car electric window regulator market will present a CAGR of over 10%; in 2017, the market size is expected to exceed 110 million pieces, with the installation rate up to 95%.

Globally, car electric window regulators include three types: cable, flexible axle and cross-arm. Cable and cross-arm ones dominate the Chinese market, with the combined market share of over 95% in 2013. In China, cable ones are mainly used in sedans, while cross-arm ones are suitable for sedans and commercial vehicles. Flexible axle ones can be applied to various models of vehicle, but they only find application in a tiny minority of cars since China's flexible axle and flexible axle motor technologies still desire to be much improved; nevertheless, the flexible axle window regulator is expected to be the future development direction.



As China's largest local car electric window regulator manufacturer, Shanghai SIIC Transportation Electric Co., Ltd. seized 10% market share in 2013, slightly lower than 2012. Founded by HUAYU Automotive Systems Co., Ltd. (70% stake) and SIIC (30% stake) jointly, the company mainly produces cable and cross-arm car electric window regulators and serves Shanghai Volkswagen, Shanghai GM, etc..

Foreign manufacturers Brose, Hi-Lex, Mitsuba, F. Tech and Magna Closures have established production bases in China, in which Brose is the first one that entered the Chinese market in 1995 to produce cable and cross-arm car electric window regulators, power window motors and anti-pinch electronic modules. As of June 2014, Brose had established a headquarters, three R & D / sales centers, five wholly owned factories and four joint-stock plants, with a total headcount of 3,300 in China.

The report mainly includes:

- Installation rate and development trend of car electric window regulators in China;
- Demand and development trend of car electric window regulators in China;
- Import and export of car electric window regulators in China;
- Supporting and Market Size of cable, flexible axle and cross-arm car electric window regulators in China;
- Sales channels and gross margin by channel of car electric window regulators in China;
- Operation, window regulator output and sales volume, market share and supply of domestic and foreign car electric window regulator manufacturers in China.

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