



# China Low-speed Electric Vehicle Industry Report, 2014-2017

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## **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

Low-speed electric vehicle (LSEV) embraces two-wheeled electric vehicle (electric bicycle, electric motorcycle, etc.), three-wheeled electric vehicle and four-wheeled electric vehicle (all-terrain vehicle, low-speed electric vehicle, etc.). In 2013, China produced 25.29 million two-wheeled electric vehicles, 4.72 million three-wheeled electric vehicles, 302,000 low-speed electric vehicles and 1.162 million all-terrain vehicles (ATV), up 26.3%, 32.2%, 46.6% and 10.1%, respectively, on a year-on-year basis. Although the low speed electric vehicle industry is experiencing a rapid growth, the market competition is extremely fierce due to the low entry barriers. Meanwhile, the market segments are showing different characteristics as below:

**Two-wheeled Electric Vehicle Market:** after several rounds of reshuffles, the brand concentration has been improved, the top three companies – Yadea Technology Group Co., Ltd., Aima Technology Co., Ltd. and Jiangsu Xinri E-Vehicle Co., Ltd. enjoy a combined market share of 28%.

**Three-wheeled Electric Vehicle Market:** the price is very close on account of the serious product homogeneity, there is no branding formed yet. Currently, about ten companies namely Jiangsu Huaihai Vehicle Manufacturing Co., Ltd., Jiangsu Kingbon Vehicle Co., Ltd., Changzhou Yufeng Vehicle Co., Ltd., Henan Bubuxian Electric Tricycle Factory, Zipstar Motor Tricycle Manufacturing Co., Ltd., etc. achieve annual output of more than 100,000 vehicles.

Capacity of Major LSEV Manufacturers in China, 2013

Manufacturer	Province	Main Products	Capacity (10,000 vehicles)
 时风集团 SHIFENG GROUP	Shandong	LSEV, electric sightseeing car, etc.	20
 比德文 BIVVIN	Shandong	LEVDEO-series LSEV, etc.	15
 陆地方舟 GreenWheel EV	Guangdong	LSEV, special-purpose LSEV, etc.	10
 腾启汽车 TENGQI MOTOR	Shandong	Low-speed electric patrol car, etc.	10
 LICHI 丽驰电动车	Shandong	LSEV, etc.	10
 YOGOMO 御捷 YOGOMO	Hebei	LSEV, etc.	5
 BAOKONG BAOKONG	Shandong	LSEV, golf cart, ATV, etc.	5
 河北新宇雷电 雷电汽车有限公司	Hebei	LSEV, electric sedan, electric patrol car, etc.	3
 联丰 LIANFENG	Zhejiang	Electric sightseeing car, golf cart, patrol car, etc.	0.8
 APACHE	Jiangsu	LSEV, electric sightseeing car, etc.	0.6

Source: China Low-Speed Electric Vehicle Industry Report, 2014-2017 by ResearchInChina

Low-speed Electric Vehicle Market has entered the fast lane of development, accompanied by a growing number of manufacturers and intensifying competition. At present, domestic LSEV producers concentrate their production bases mainly in Shandong Province, whose LSEV output rose from 16,300 in 2009 to 175,000 in 2013 at a CAGR of 81.0%. Key players there are Shifeng Group, Shandong Baoya New Energy Vehicle Co. Ltd., Shandong Tangjun Ouling Automobile Manufacture Co., Ltd., and so on. At the same time, spurred by the robust downstream demand for LSEV, Chery and BYD have also ventured into this field.

China Low-Speed Electric Vehicle Industry Report, 2014-2017 is concerned with the followings:

- ➔ Overview of China LSEV industry, involving development history, industry characteristics, major policies, etc.;
- ➔ Market size, regional developments, competition pattern, trends of key market segments e.g. two-wheeled electric vehicle, three-wheeled electric vehicle, LSEV, ATV;
- ➔ Analysis on 14 major Chinese and foreign manufacturers (Yadea, AIMA, Xinri, STRiDA, YOGOMO, BYVIN, Shifeng Group, Tangjun Ouling, GreenWheel, Kandi, Lichi, Baoya), including profile, financial condition, main products, R&D, distribution of production base, etc.

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- 1.2 Policy
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  - 1.2.3 Hebei
  - 1.2.4 Jiangsu
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  - 2.2.1 Import
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- 2.3 Competition Pattern
- 2.4 Forecasts

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### 4. Development of LSEV Industry

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