



# **China Car Rearview Mirror Industry Report, 2014-2017**

**Nov. 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

Car rear-view mirror functions as a safety part that affects driving vision and a decorative part that beautifies car body. According to mounting position, car rear-view mirror can be divided into exterior rear-view mirror, downward rear-view mirror and interior rear-view mirror. Sedans and light commercial vehicles are generally installed with exterior and interior rear-view mirrors, while large commercial vehicles carry all types.

China's demand for OEM rear-view mirrors totaled 65.83 million in 2013, rising 14.88% on a year-on-year basis. Driven by the burgeoning domestic automobile market, car rear-view mirror market will continue to expand, and the Chinese car rear-view mirror OEM market demand is expected to reach 91.22 million by 2017, with exterior, interior and downward rear-view mirrors to represent 65.69%, 32.84% and 1.47%, respectively.

The electrical control function has been widely applied in car rear-view mirrors in China so far. In Jan.-Sept. of 2014, the configuration rate of exterior power rear-view mirrors in the Chinese passenger vehicle market reached as high as 84.35%, and other extras also found increasing utilization.

Supply Relationship between Major Rearview Companies and Automakers Worldwide

	MAGNA	Murakami	SMT	GENTEX CORPORATION	ICHIKOH	FICORA
BMW	●			●		
GM	●		●	●		
Audi			●	●		
Ford	●			●		●
HONDA	●			●		
LAND ROVER			●	●		
NISSAN			●		●	●
Mercedes	●			●		
TOYOTA	●	●	●	●	●	●
CHRYSLER				●		

Source: China Car Rearview Mirror Industry Report, 2014-2017; ResearchInChina

Meanwhile, the penetration rate of folding rear-view mirror and memory rear-view mirror in the Chinese passenger vehicle market improved by 1.87 percentage points and 0.3 percentage points year on year, to 24% and 4.95%, respectively, and that of exterior and interior auto-dimming rear-view mirrors attained 15.51% and 2.95%, up 1.06 percentage points and 0.21 percentage points respectively from a year earlier. Rear-view mirrors in China will see more diversified functions along with the general trend of automobile electrification. The Chinese rear-view mirror market is less concentrated, with foreign and local companies occupying a certain market share, of which the former ones are more competitive.

Among local companies, Shanghai Ganxiang Automobile Mirror (Group) (GAM Group), Jiangmen Shongli Rearview Mirror Industrial Co., Ltd., Ningbo Joyson Electronic Corp. (Joyson Electronics) and Beijing GoldRare Automobile Parts Co., Ltd. are relatively large, of which GAM (Group), which has started providing rear-view mirrors for Shanghai Volkswagen's Santana from 1988, has a vast product line covering multi-level industrial chains e.g. injection molding, spraying, die casting, mirror driver and rear-view mirror wiring harness. Joyson Electronics (600699.SH) has two rear-view mirror subsidiaries, both located in Shanghai, serving mainly Shanghai Volkswagen, Shanghai General Motors, etc.

Headquartered in Ontario, Canada, Magna International Inc is not only a major global supplier of auto parts but also one of the dominating rear-view mirror manufacturers in China. Regarding car rear-view mirror business, Magna has four production bases in China, separately located in Changchun (Jilin), Shanghai, Shunde (Guangdong) and Taicang (Jiangsu). Its main customers include FAW-Volkswagen, Shanghai Volkswagen, Shanghai GM, Dongfeng Peugeot Citroen Automobile Company LTD, Tianjin FAW Toyota Motor Co. and Chang'an Ford, taking a leading position in domestic rear-view mirror market.

China Car Rear-view Mirror Industry Report, 2014-2017 by ResearchInChina has 7 chapters and 82 charts, including the followings:

- Overview of car rear-view mirror industry (covering definition, classification and relevant policies);
- Car rear-view mirror market (including market size, competitive landscape and supporting);
- Car rear-view mirror market segments (such as power rear-view mirror and memory rear-view mirror);
- China's rear-view mirror import and export (containing volume, value and average prices);
- Operation of 13 Chinese and 6 foreign rear-view mirror manufacturers (including profile, financial indexes, rear-view mirror output and sales volume).

### 1. Overview of Car Rear-view Mirror Industry

#### 1.1 Definition and Classification

- 1.1.1 Definition
- 1.1.2 Classification
- 1.2 Industry Policy

### 2. Car Rear-view Mirror Market

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- 6.7 Jiangmen Shongli Rearview Mirror Industrial Co., Ltd.
- 6.8 Shanghai Mekra Lang Vehicle Mirror Co., Ltd.
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