



# **Senyuan Group Low-speed Electric Vehicle Research Report, 2014**

**Dec. 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

Senyuan Group plans to form low-speed EV capacity of 150,000 units up to 2015 by taking its low-speed EV and police and special vehicle enterprises like Benma, Hongma EV and Sanyuan Heavy Industry as platform. It is predicted that annual revenue will range at RMB4 billion to RMB6 billion after put into production, making Senyuan the regional leader of low-speed EV. Senyuan Group Low-speed Electric Vehicle Research Report, 2014 covers the following:

1. Overview
2. Affiliated companies
3. Development course and outlook
4. Products, technologies and solutions
5. R&D
6. Customer and support
7. Supply system
8. Investment, capacity and production bases layout
9. Revenue of products
10. Operating data

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## Selected Charts



- Affiliated Companies of Senyuan Group
- Supply System of Low-speed Electric Vehicle of Senyuan Group
- Investment and Capacity Layout of EV and Special Vehicle of Senyuan Group
- Revenue of Senyuan Group, 2011-2013

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