

Harman In-Vehicle Infotainment System Business 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.

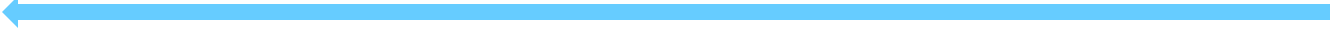
Abstract

Harman is the largest vehicle audio manufacturer in the world. There are over 25 million units of vehicles equipped with Harman audio and infotainment systems worldwide. The company has more than 1,200 employees in China.

Harman In-Vehicle Infotainment Business Research Report, 2014 covers the following:

1. Overview
2. Subsidiaries in China
3. Development course and trend
4. Products, technologies and solutions
5. Customer and support
6. Investment, capacity and production bases layout
7. Operating data
8. Main orders
9. Businesses in China

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- Basic Situation of Subsidiaries of Harman in China
 - Revenue Structure of Harman by Customer, FY2008-FY2014
 - Supportings of Harman In-Vehicle Infotainment System, 2013-2015E
 - Global Production Bases of Becker
 - Glance of Production Bases of Harman
 - Financial Data of Harman by Segment, 2014Q3 (FY2015Q1)
 - Sales and Operating Margin of Harman, 2007-2014
 - Revenue and EBITDA Margin of Harman, 2012Q3-2014Q3 (FY2013Q1-FY2015Q1)
 - Sales of Harman by Segment, FY2010-FY2014
 - Gross Margin of Harman by Segment, FY2010-FY2014
 - Main Orders of In-Vehicle Infotainment System Segment of Harman
 - Revenue of Harman in China, FY2009-FY2014

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