



China Passenger Car Telematics Industry Report, 2015-2018

Nov. 2015

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

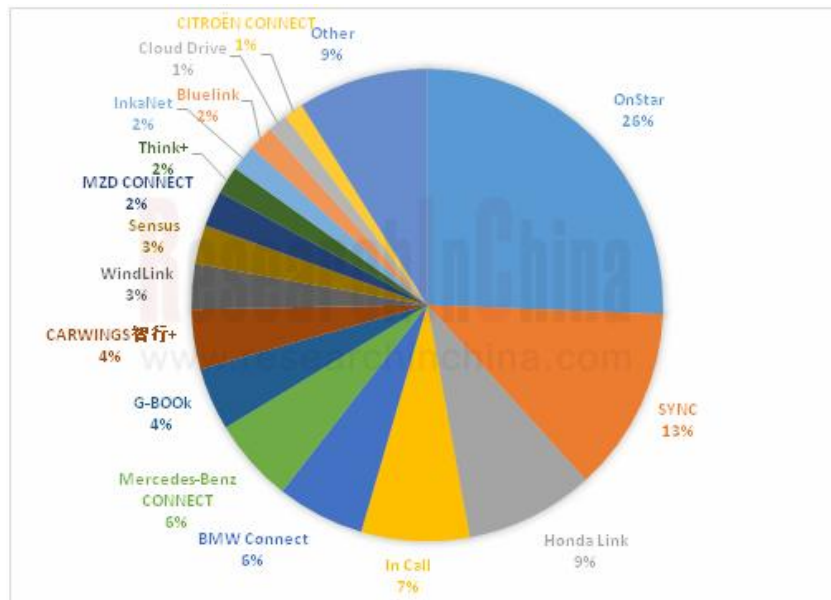
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

As Chinese passenger vehicle manufacturers accelerate to popularize telematics system in 2015, smartphone integration and 4G LTE technologies have found wider application, and IVI (In-Vehicle Infotainment) and networking functions have got enriched and optimized to get better user experience.

In January-September 2015, China's new passenger vehicles equipped with telematics products approximated 1.8 million units, up 32.1% from a year earlier. Among them, OnStar held 26% and ranked first, followed by SYNC and Honda Link. It is noted that in 2015 Changan Automobile launched several models equipped with In Call system, occupying 7%, thus making it the only self-owned brand that ranked among the top 5.

Pre-installation of Major Branded Telematics in China's Passenger Vehicle Market, Jan.-Sept. 2015



Source: ResearchInChina

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Traditional Chinese third-party telematics enterprises are still in difficulties. For example, the companies like PATEO and China TSP are pursuing transformation based on its OEM business, and LAUNCH Tech and Carsmart continued to seek for consumers' concern in the aftermarket. Meanwhile, mapping service providers such as NavInfo, AutoNavi, and Careland began to speed up layout in telematics with map as the breakthrough point.

It is projected that prior to 2016 the penetration of OEM telematics will be on the rise. On the one hand, the model of OEM-led platform and third-party telematics enterprises providing services will continue to be adopted. They will work together to deliver more of more mature products and services to car owners. On the other hand, passenger vehicle market is unlikely to recover and grow like the previous high-speed expansion, which would entail prompting OEMs to rapidly lift OEM telematics pre-installations to compete for the market. At the same time, we also note that aftermarket like intelligent rearview mirror also provides networking and recreational functions, which, to some extent, helps diversify the options of car owners.

China Passenger Vehicle Telematics Industry Report, 2015-2018 by ResearchInChina focuses on the following:

- Development of China passenger vehicle telematics market, including market overview, industrial chain, market size, service comparison, supported products, etc.;
- Analysis of passenger vehicle telematics brands in China, including business analysis, expenses, new users, supported models, development strategy, and technology trends, etc.;
- TSP enterprises of China passenger vehicle telematics, including product analysis, business analysis, application cases, customer structure, and development model, etc.

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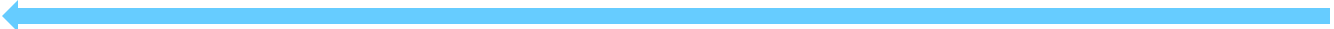
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