

# **Global and China Automotive Rearview Mirror Industry Report, 2015-2020**

**Jan. 2016**

## 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

The market of rear-view mirror, a traditional functional part of the vehicle, continues to expand amid the growing automobile market. From the perspective of OEM market alone, global automotive rear-view mirror (exterior + interior) demand totaled 270 million pieces in 2015 and is expected to exceed 300 million pieces in 2020. China, as the world's largest automotive market, accounts for 28% of global automotive rear-view mirror demand, with its OEM demand predicted to surpass 90 million pieces in 2020.

As there are some visual blind spots and inconvenient operation with traditional rear-view mirror, the demand for new rear-view mirrors, chiefly including the ones with electric control function, auto-dimming function, electric folding function, memory function, and heating function, keeps growing. The automotive rear-view mirror with electric control function has had a penetration of 86.96% and is basically installed in RMB100,000-above car models, while the automotive rear-view mirrors with functions of electric folding, auto-dimming, and memory are primarily assembled in mid-range and upscale models with the market remaining to be further developed.

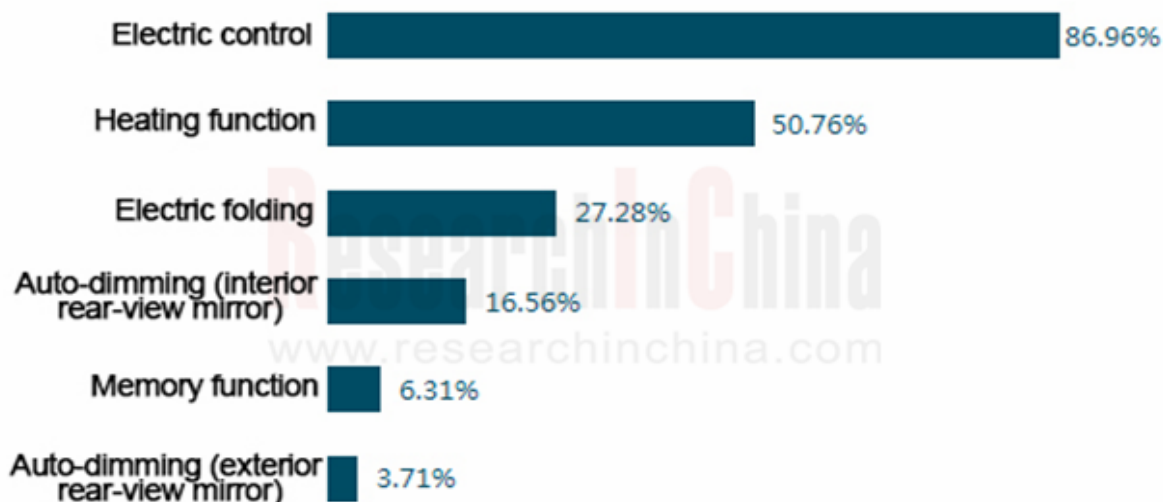
In addition, electronic rear-view mirror and smart rear-view mirror are still in the stage of active R&D and marketing.

Electronic rear-view mirror replaces traditional rear-view mirror in the form of camera + display. Companies like Gentex, Magna, Ficosa, and Valeo are actively developing and about to mass-produce such product. The advantage of Gentex lies in CMOS camera technology with hardware having been upgraded to 4th-generation, thus generating higher pixel. Gentex carries out cooperation with mainstream carmakers including Nissan, Audi, Volkswagen, and Cadillac. The electronic rear-view mirror developed in 2014 for Nissan was showcased at the Geneva Motor Show; a similar rear-view mirror system developed in 2015 for Nissan's racing cars was called Full Display Mirror; the electronic rear-view mirror developed in 2016 for Cadillac will be mass-produced along with volume production of vehicles.

Smart rear-view mirror extends from driving recorder and develops rapidly under the concept of Telematics. The current smart rear-view mirrors not only integrate driving recorder, GPS, electronic speed detection alerting, rear view camera, real-time online entertainment, but also are added with operating systems, 3G modules, ADAS, navigation, voice operation, and gesture recognition. Despite more than 200 smart rear-view mirror companies, the Chinese market, filled with products of varying quality, needs to be regulated. Leading players include JADO (Vision), Coagent (CASKA Cloudroute 2S), Jeavox (Angel's Guide), and CARCAM Electronic (Black View).

Copyright 2012ResearchInChina

## Penetration of New Rear-view Mirrors, 2015



Source: Global and China Automotive Rear-view Mirror Industry Report, 2015-2020 by ResearchInChina

Global and China Automotive Rear-view Mirror Industry Report, 2015-2020 by ResearchInChina highlights the followings:

- Global, European, American, and Asian automotive rear-view mirror market size, and supporting relationship between major automotive rear-view mirror companies and carmakers;
- Chinese automotive rear-view mirror market size, import & export, competitive pattern, supporting relationship;
- Penetration of and demand for the automotive rear-view mirror with mainstream functions in China, including electric control, auto-dimming, electric folding, memory, and heating;
- Development status of electronic rear-view mirror, smart rear-view mirror, major companies, and development trends in the world and China;
- Operation, types of products, production bases, production capacity, and R&D of new products of global and Chinese automotive rear-view mirror companies.

Copyright 2012ResearchInChina

### 1 Overview of Automotive Rear-view Mirror Industry

- 1.1 Definition and Classification
  - 1.1.1 Definition
  - 1.1.2 Classification
- 1.2 Industrial Policy

### 2 Global Automotive Rear-view Mirror Market

- 2.1 Market Size
- 2.2 Supporting
  - 2.2.1 European Market
  - 2.2.2 American Market
  - 2.2.3 Asian Market

### 3 Chinese Automotive Rear-view Mirror Market

- 3.1 Market Size
- 3.2 Import
- 3.3 Export
- 3.4 Competitive Pattern

### 4 Market Segments

- 4.1 Electric Rear-view Mirror
- 4.2 Auto-dimming Rear-view Mirror
- 4.3 Heatable Rear-view Mirror
- 4.4 Electric Foldable Rear-view Mirror
- 4.5 Memory Rear-view Mirror

### 5 Electronic and Smart Rear-view Mirror Markets

#### 5.1 Electronic Rear-view Mirror

- 5.1.1 Brief Introduction
- 5.1.2 Application
- 5.1.3 Enterprises' R&D
- 5.1.4 Market Space
- 5.2 Smart Rear-view Mirror
  - 5.2.1 Brief Introduction
  - 5.2.2 Status Quo of Application
  - 5.2.3 Major Companies
  - 5.2.4 Functions
  - 5.2.5 Development Trends

### 6 Major Global Players

- 6.1 MAGNA
  - 6.1.1 Profile
  - 6.1.2 Operation
  - 6.1.3 Rear-view Mirror Business
  - 6.1.4 Electronic Rear-view Mirror
  - 6.1.5 Business in China
- 6.2 Murakami Kaimeido
  - 6.2.1 Profile
  - 6.2.2 Operation
  - 6.2.3 R&D
  - 6.2.4 Production Bases
  - 6.2.5 Major Customers
  - 6.2.6 Business in China
- 6.3 Samvardhana Motherson
  - 6.3.1 Profile

#### 6.3.2 Main Products

- 6.3.3 Operation
- 6.3.4 Customers
- 6.3.5 Business in China
- 6.4 Gentex
  - 6.4.1 Profile
  - 6.4.2 Operation
  - 6.4.3 Customers
  - 6.4.4 Electronic Rear-view Mirror
  - 6.4.5 Business in China
- 6.5 Ichikoh
  - 6.5.1 Profile
  - 6.5.2 Main Products
  - 6.5.3 Operation
  - 6.5.4 Major Customers
  - 6.5.5 R&D
  - 6.5.6 Production Bases
  - 6.5.7 Business in China
- 6.6 Ficosa
  - 6.6.1 Profile
  - 6.6.2 Primary Business
  - 6.6.3 Operation
  - 6.6.4 Major Customers
  - 6.6.5 Electronic Rear-view Mirror
  - 6.6.6 Business in China
- 6.7 Tokai Rika
  - 6.7.1 Profile
  - 6.7.2 Primary Business

- 6.7.3 Operation
- 6.7.4 Major Customers
- 6.7.5 R&D
- 6.7.6 Production Bases
- 6.8 MEKRA Lang
- 6.8.1 Profile
- 6.8.2 Business in China
- 6.8.3 Capacity and Major Customers

### 7 Major Chinese Companies


- 7.1 Changchun FAWAY Automobile Components Co., Ltd.
- 7.1.1 Profile
- 7.1.2 Operation
- 7.1.3 Rear-view Mirror Business
- 7.1.4 Major Customers
- 7.2 Ningbo Joyson Electronic Corp.
- 7.2.1 Profile
- 7.2.2 Operation
- 7.2.3 Rear-view Mirror Business
- 7.2.4 Telematics Business
- 7.3 Ningbo Huaxiang Electronic Co., Ltd.
- 7.3.1 Profile
- 7.3.2 Business Performance
- 7.3.3 Rear-view Mirror Business
- 7.4 Shanghai Ganxiang Automobile Mirror (Group) Co., Ltd
- 7.4.1 Profile
- 7.4.2 Output
- 7.4.3 Subsidiaries

- 7.4.4 Major Customers
- 7.5 Beijing GoldRare Automobile Parts Co., Ltd.
- 7.5.1 Profile
- 7.5.2 Capacity, Output, and Sales Volume
- 7.6 Shanghai Lvxiang Automobile Parts Co., Ltd.
- 7.7 Jiangmen Shongli Rearview Mirror Industrial Co., Ltd.
- 7.8 Shanghai Yingtian Automobile Parts & Accessories Co., Ltd.
- 7.9 Jiangsu Tianhe Auto Parts Co., Ltd.
- 7.10 Wenzhou Meixinghua Car & Mirror Co. Ltd.
- 7.11 Shanghai Bolson Auto Parts Co., Ltd.
- 7.12 FLABEG Automotive Mirror (Shanghai) Co., Ltd.
- 7.13 Jilin FAW Industry Dongguang Automobile Mirrors Co., Ltd.
- 7.14 Changzhou Yuyi Mirrors Co., Ltd.
- 7.15 Hebei Guangying Auto Parts Manufacturing Co., Ltd.
- 7.16 Jiangsu Feituo Auto Mirrors System Co., Ltd.
- 7.17 Sichuan Sky-view Automobile Mirror Co., Ltd.
- 7.18 Shanghai Huidie Automobile Mirror Co., Ltd.


### 8 Summary and Forecast

- 8.1 Market Space
- 8.2 Auto Models Supported by Products
- 8.3 Development Trends of Products
- 8.3.1 Electrification
- 8.3.2 Diversified Functions
- 8.3.3 Addition of Safety Functions like Anti-dazzling
- 8.3.4 Smart Rear-view Mirror
- 8.3.5 Substitution of Camera and Lidar for Rear-view Mirror

- 
- View of Automotive Rear-view Mirror in Different Locations
  - Policies on Automotive Rear-view Mirror Industry
  - Global Automotive Rear-view Mirror OEM Demand, 2010-2020E
  - Global Automotive Rear-view Mirror Demand Structure, 2015-2020E
  - Automotive Rear-view Mirror OEM Demand in Europe, 2010-2020E
  - Major European Exterior Rear-view Mirror Suppliers and Auto Models Supported
  - Major European Interior Rear-view Mirror Suppliers and Auto Models Supported
  - Automotive Rear-view Mirror OEM Demand in Americas, 2010-2020E
  - Major American Exterior Rear-view Mirror Suppliers and Auto Models Supported
  - Major American Interior Rear-view Mirror Suppliers and Auto Models Supported
  - Automotive Rear-view Mirror OEM Demand in Asia Pacific, 2010-2020E
  - Market Share of Major Japanese Exterior Rear-view Mirror Companies, 2015
  - Major Japanese Exterior Rear-view Mirror Suppliers and Auto Models Supported
  - Major Chinese Exterior Rear-view Mirror Suppliers and Auto Models Supported
  - Major Exterior Rear-view Mirror Suppliers in Other Asian countries and Auto Models Supported
  - Major Japanese Interior Rear-view Mirror Suppliers and Auto Models Supported
  - Major Chinese Interior Rear-view Mirror Suppliers and Auto Models Supported
  - Major Interior Rear-view Mirror Suppliers in Other Asian Countries and Auto Models Supported
  - Automotive Rear-view Mirror OEM Demand in China, 2010-2020E
  - China's Automotive Rear-view Mirror Imports (Volume & Value), 2011-2015
  - Top10 Sources of Imported Automotive Rear-view Mirror in China by Import Value, Jan-Oct 2015
  - China's Automotive Rear-view Mirror Exports (Volume & Value), 2011-2015
  - Top10 Destinations of Exported Automotive Rear-view Mirror from China by Export Value, Jan-Oct 2015
  - Market Share of Major Chinese Automotive Rear-view Mirror Companies, 2015
  - OEM Demand for Exterior Electric Rear-view Mirror for Passenger Vehicle in China, 2012-2020E

- 
- Penetration of Exterior Electric Rear-view Mirror for Passenger Vehicle in China, 2011-2020E
  - Installation Rate of Exterior Electric Rear-view Mirror for Passenger Vehicle in China by Price, 2015
  - Penetration of and OEM Demand for Exterior Auto-dimming Rear-view Mirror for Passenger Vehicle in China, 2012-2020E
  - Installation Rate of Exterior Auto-dimming Rear-view Mirror for Passenger Vehicle in China by Price, 2015
  - Penetration of and OEM Demand for Interior Auto-dimming Rear-view Mirror for Passenger Vehicle in China, 2012-2020E
  - Installation Rate of Interior Auto-dimming Rear-view Mirror for Passenger Vehicle in China by Price, 2015
  - Penetration of and OEM Demand for Heatable Rear-view Mirror for Passenger Vehicle in China, 2012-2020E
  - Installation Rate of Exterior Heatable Rear-view Mirror for Passenger Vehicle in China by Price, 2015
  - Penetration of and OEM Demand for Electric Foldable Rear-view Mirror for Passenger Vehicle in China, 2012-2020E
  - Installation Rate of Exterior Electric Foldable Rear-view Mirror for Passenger Vehicle in China by Price, 2015
  - Penetration of and OEM Demand for Memory Rear-view Mirror for Passenger Vehicle in China, 2012-2020E
  - Installation Rate of Exterior Memory Rear-view Mirror for Passenger Vehicle in China by Price, 2015
  - Feasible Electronic Rear-view Mirror Solutions
  - Electronic Rear-view Mirror R&D of Major Global Companies
  - Market Potential for In-vehicle Camera
  - Global ADAS Market Size, 2011-2019E
  - Chinese ADAS Market Size, 2011-2019E
  - Smart Rear-view Mirrors of Major Chinese Companies
  - Telematics Functions of Main Smart Rear-view Mirrors in China
  - Revenue and Net Income of Magna, 2010-2015
  - Revenue Breakdown of Magna by Product, 2010-2014
  - Revenue Breakdown of Magna by Region, 2010-2015
  - Main Products of Magna Mirrors
  - Major Customers for Magna's Rear-view Mirrors
  - Magna's Automotive Rear-view Mirror Production Bases in China



- 
- Main Products and Customers of Magna Donnelly (Shanghai) Automotive Systems
  - Main Automotive Rear-view Mirrors of Murakami Kaimeido
  - Business Performance of Murakami Kaimeido, FY2010-FY2015
  - Revenue Breakdown of Murakami Kaimeido by Region, FY2010-FY2015
  - R&D Costs of Murakami Kaimeido, FY2013-FY2015
  - Technical Cooperation Agreements of Murakami Kaimeido
  - Main Automotive Rear-view Mirror Production Bases of Murakami Kaimeido
  - Major Subsidiaries of Murakami Kaimeido
  - Percentage of Murakami Kaimeido's Sales from Toyota Motor, FY2013-FY2015
  - Customers of and Auto Models Supported by Murakami Kaimeido
  - Production Capacity of Murakami Kaimeido (Jiaxing)
  - Main Products and Customers of Murakami Kaimeido (Jiaxing)
  - Main Products of Motherson Sumi Systems
  - Global Operation of Automotive Rear-view Mirror Business of Motherson Sumi Systems
  - Business Performance of Motherson Sumi Systems, FY2011-FY2015 (Unit: INR mln)
  - Revenue Breakdown of Motherson Sumi Systems by Division, FY2011-FY2015 (Unit: INR mln)
  - Revenue Breakdown of Motherson Sumi Systems by Region, FY2011-FY2015 (Unit: INR mln)
  - Customers for and Auto Models Supported by Rear-view Mirrors of Motherson Sumi Systems
  - Companies Founded by Samvardhana Motherson in China
  - Global Operations of Gentex
  - Types of Main Rear-view Mirrors of Gentex
  - Business Performance of Gentex, 2011-2015
  - Revenue Breakdown of Gentex by Division, 2011-2015H1
  - Revenue Breakdown of Gentex by Region, 2011-2014
  - Rear-view Mirror Shipments of Gentex, 2011-2014

- 
- Revenue Structure of Gentex by Customer, 2012-2014
  - Auto Models Supported by Main Rear-view Mirrors of Gentex
  - Main Products and Customers of Gentex (Shanghai) Electronics Technology
  - Equity Structure of Ichikoh
  - Main Products of Ichikoh
  - Business Performance of Ichikoh, FY2011-FY2015
  - Revenue Breakdown of Ichikoh by Division, FY2011-FY2015
  - Revenue Breakdown of Ichikoh by Region, FY2011-FY2015
  - Percentage of Ichikoh's Revenue from Major Customers, FY2013-FY2015
  - Companies for and Auto Models Supported by Ichikoh's Vehicle Mirrors
  - R&D Costs of Ichikoh, FY2013-FY2015
  - Key R&D Projects of Ichikoh, 2015
  - Local Production Bases of Ichikoh in Japan
  - Major Subsidiaries of Ichikoh
  - Main Products of Ficos
  - Revenue and Growth Rate of Ficos, 2008-2014
  - Auto Models Supported by Main Rear-view Mirrors of Ficos
  - Ficos's Factories in China
  - Equity Structure of Tokai Rika
  - Main Products of Tokai Rika
  - Revenue, Net Income, and Employees of Tokai Rika, FY2011-FY2015
  - Revenue Breakdown of Tokai Rika by Product, FY2013-FY2015
  - Revenue Breakdown of Tokai Rika by Region, FY2013-FY2015
  - Percentage of Tokai Rika's Revenue from Major Customers, FY2013-FY2015
  - Customers for and Auto Models Supported by Tokai Rika's Rear-view Mirrors

- 
- R&D Costs of Tokai Rika, FY2013-FY2015
  - Key R&D Projects of Tokai Rika, 2015
  - Local Production Bases of Tokai Rika in Japan
  - Major Subsidiaries of Tokai Rika
  - Applications of MEKRA Lang's Vehicle Mirrors
  - Equity Structure and Main Products of MEKRA Lang's Subsidiaries in China
  - Production Capacity and Main Customers of MEKRA Lang's Subsidiaries in China
  - Customers and Products of Shanghai Mekra Lang Vehicle Mirror
  - Major Customers of and Auto Models Supported by Changchun MEKRA Lang FAWAY Vehicle Mirror
  - Equity Structure of Changchun FAWAY Automobile Components
  - Main Products of Changchun FAWAY Automobile Components
  - Revenue and Net Income of Changchun FAWAY Automobile Components, 2010-2015
  - Revenue Breakdown of Changchun FAWAY Automobile Components by Region, 2010-2015
  - Major Subsidiaries of Changchun FAWAY Automobile Components
  - Operational Indicator of Changchun MEKRA Lang FAWAY Vehicle Mirror, 2009-2015
  - Customers for and Auto Models Supported by Changchun FAWAY Automobile Components' Products
  - Main Products of Ningbo Joyson Electronic
  - Revenue and Net Income of Ningbo Joyson Electronic, 2010-2015
  - Revenue Breakdown of Ningbo Joyson Electronic by Product, 2011-2015
  - Revenue Breakdown of Ningbo Joyson Electronic by Region, 2010-2015
  - Rear-view Mirror Subsidiaries of Ningbo Joyson Electronic
  - Auto Models Supported by Electronic Rear-view Mirrors of Ningbo Joyson Electronic
  - Revenue and Net Income of Ningbo Huaxiang Electronic, 2011-2015
  - Operating Revenue and Gross Margin of Ningbo Huaxiang Electronic by Product, 2014-2015
  - Operating Revenue and Gross Margin of Ningbo Huaxiang Electronic by Region, 2014-2015

- 
- Customers of Rear-view Mirror Business of Ningbo Huaxiang Electronic
  - Automotive Rear-view Mirror Output of Shanghai Ganxiang Automobile Mirror, 2009-2014 (mln pcs)
  - Major Subsidiaries of Shanghai Ganxiang Automobile Mirror
  - Major Joint Ventures of Shanghai Ganxiang Automobile Mirror
  - Major Customers for Automotive Rear-view Mirrors of Shanghai Ganxiang Automobile Mirror
  - Capacity of Beijing GoldRare Automobile Parts
  - Automotive Rear-view Mirror Output and Sales Volume of Beijing GoldRare Automobile Parts, 2011-2013
  - Rear-view Mirror Output and Sales Volume of Shanghai Lvxiang Automobile Parts, 2009-2013 (mln pcs)
  - Main Products and Customers of Shanghai Lvxiang Automobile Parts
  - Automotive Rear-view Mirror Output and Sales Volume of Jiangmen Shongli Rearview Mirror Industrial, 2009-2018E
  - Auto Models Supported by Rear-view Mirrors of Jiangsu Tianhe Auto Parts
  - Major Customers of and Auto Models Supported by Shanghai Bolson Auto Parts
  - Main Products and Customers of FLABEG Automotive Mirror (Shanghai)
  - Main Products and Customers of Jilin FAW Industry Dongguang Automobile Mirrors
  - Main Products and Customers of Changzhou Yuyi Mirrors
  - Main Products and Customers of Hebei Guangying Auto Parts Manufacturing
  - Main Products and Customers of Jiangsu Feituo Auto Mirrors System
  - Main Products and Customers of Sichuan Sky-view Automobile Mirror
  - Main Products and Customers of Shanghai Huidie Automobile Mirror
  - Global and China's Demand for Automotive Rear-view Mirror and Growth Rate, 2010-2020E
  - Supply Relationship between Major Global Rear-view Mirror Companies and Carmakers
  - Supply Relationship between Major Chinese Rear-view Mirror Companies and Carmakers

You can place your order in the following alternative ways:

1. Order online at [www.researchinchina.com](http://www.researchinchina.com)
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: [report@researchinchina.com](mailto:report@researchinchina.com)
4. Phone us at +86 10 82600828/ 82601561

<b>Party A:</b>			
Name:			
Address:			
Contact Person:		Tel	
E-mail:		Fax	

<b>Party B:</b>			
Name:	Beijing Waterwood Technologies Co., Ltd (ResearchInChina)		
Address:	Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080		
Contact Person:	Liao Yan	Phone:	86-10-82600828
E-mail:	<a href="mailto:report@researchinchina.com">report@researchinchina.com</a>	Fax:	86-10-82601570
Bank details:	Beneficial Name: Beijing Waterwood Technologies Co., Ltd Bank Name: Bank of Communications, Beijing Branch Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian District, Beijing Bank Account No #: 110060668012015061217 Routing No #: 332906 Bank SWIFT Code: COMMCNSHBJG		

Title	Format	Cost
Total		

Choose type of format

PDF (Single user license) .....2,300 USD  
 Hard copy ..... 2,500 USD  
 PDF (Enterprisewide license)..... 3,700 USD

※ Reports will be dispatched immediately once full payment has been received.  
 Payment may be made by wire transfer or credit card via PayPal.

## About ResearchInChina

ResearchInChina ([www.researchinchina.com](http://www.researchinchina.com)) is a leading independent provider of China business intelligence. Our research is designed to meet the diverse planning and information needs of businesses, institutions, and professional investors worldwide. Our services are used in a variety of ways, including strategic planning, product and sales forecasting, risk and sensitivity management, and as investment research.

## Our Major Activities

- ❑ *Multi-users market reports*
- ❑ *Database-RICDB*
- ❑ *Custom Research*
- ❑ *Company Search*

For any problems, please contact our service team at: