

# **Global and China UBI Industry Report, 2016-2020**

**Aug. 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

Starting from 2012, UBI in China lags behind that in foreign countries. Hence, domestic UBI products are operated with reference to some foreign mature models. Various Chinese parties are actively promoting the development of UBI for now.

### **OEMs + Insurers**

OEMs usually cooperate with third parties and insurers in UBI field, represented by SAIC Motor + Cihon + CPIC. SAIC Motor and CPIC give a personalized quota for car insurance on auto models carrying OnStar according to consumers' driving habits, mileage, and other factors. Cihon is responsible for data analysis and insurance model development.

### **Telematics Platforms or Parts Manufacturers + Insurers**

Telematics platforms are dominated by AM TSP in UBI field. For example, the insurer (PICC), via Shenzhen Autonet's Telematics platform, provides car owners with one-key insurance claim, quick settlement of claim, and inquiry of insurance status, and develops floating car insurance business. Parts manufacturers launch their own AM hardware or set up UBI-related companies. For instance, Deren Electronic, on the one hand, teams up with ATzuche to release its own OBD, and on the other hand, acquires Telematics-related companies and set up Dedao TSP with CPIC.

### **Independent Service Providers + Insurers**

Independent service providers usually acquire customer data via APP + OBD to work with insurers to develop UBI and at the same time provide customers with preferential services with regard to maintenance and other aspects.

### **Big Data + Insurers**

In UBI field, some insurers, on the one hand, have self-operated platforms, such as Zhong An Online P&C Insurance's O2O car insurance, and on the other hand, co-develop platforms with Internet businesses or other Telematics firms. For example, CPIC organized Internet companies with Baidu and invested in Atzuche. Big data enterprises employ various methods in UBI field, like Jingyou, a provider of database and risk models.

Chinese UBI market will grow rapidly propelled by the aforementioned parties, reflected in not only iterative acceleration in market size but also more diversified service mechanisms. For example, insurers will provide not only price discounts but also other services like emergency rescue, remote diagnosis, maintenance reservation, and weather & traffic conditions; with development of mobile phone hardware and the popularity of 4G network, mobile APP-based UBI will burgeon; driving habits and mileage will not be the only criteria for privileges, and age, gender, and devices installed on the vehicle will be taken into account when the discount is calculated.

UBI Industry Report, 2016-2020 focuses on the followings:

- UBI overview (definition, value, methods of acquisition, difficulties for UBI development in China);
- Foreign UBI markets (global; UBI in United States, Canada, UK, and Germany; 10 UBI companies and products in United States, Canada, UK, Germany, and Italy);
- UBI in China (future scale, drivers, players, trends);
- Local Chinese UBI companies (business, operation, and UBI products of China Life, PICC, Ping An Insurance, Zhong An Online P&C Insurance, Cihon, DiNA Technology, Shenzhen Dingran Information Technology, Shenzhen Autonet, Launch Tech, Renrenbao, Carsmart, MSD, and Deren Electronic)

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- 1.3 Means of Acquisition

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