



**Global and China Automotive Rearview  
Mirror Industry Report, 2016-2021**

**Apr.2017**

## **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

With advances in camera technology, relaxed laws and regulations, and deeper demand for connectivity, automotive rearview mirror is changing in forms and functions of the product. Automotive rearview mirror market characterized the following in 2016.

### **1. Ever-richer functions of automotive rearview mirror**

According to statistics, electric control, heating, electric folding, interior rearview mirror auto-dimming, memory, exterior rearview mirror auto-dimming functions of the rearview mirror for passenger car witnessed a higher penetration in 2016, a 0.64/3.41/3.18/0.83/0.22/0.32 percentage points increase over 2015 respectively, indicating ever-richer functions of automotive rearview mirror.

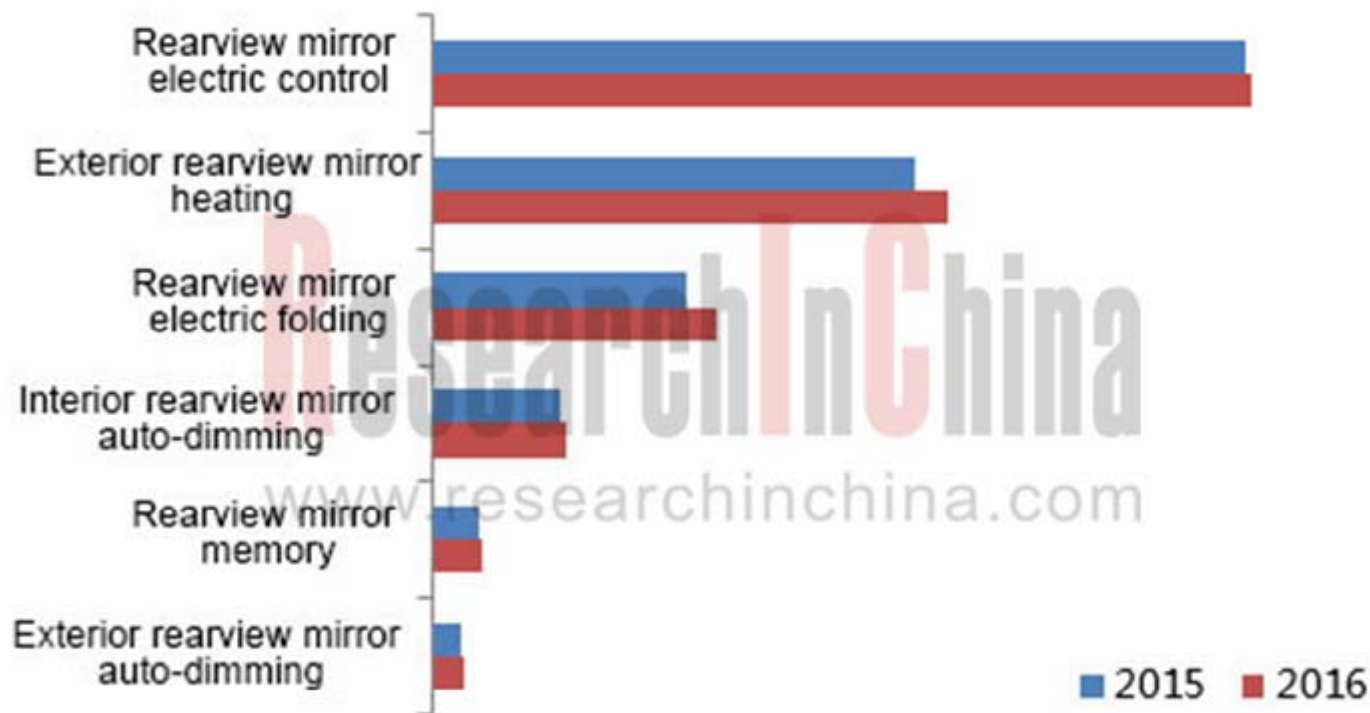
### **2. As one of portals to connected car, smart review mirror sees an explosive growth in demand, and enterprises starts tapping into OEM market**

Smart rearview mirror has independent operating system and operation space, allows users to install software, games, navigation, and other applications, enables wireless internet access via WIFI or mobile communication network, and provides functions like driving recording, GPS positioning, speed camera warning, visible reversing, and real-time online audio & video entertainment.

Driven by demand for connected car, the Chinese smart rearview mirror AM has been hot, attracting driving recorder businesses (JADO), Internet firms (360), AI enterprises (Mobvoi), navigation companies (Roadrover Technology), and map firms (Careland) to develop smart rearview mirror.

Some enterprises have tapped into OE market. Roewe RX5, the model launched in Jul 2016, carried Alibaba's mobile operating system YunOS and JADO's smart rearview mirrors when it leaved the factory. Compared with AM, OEM smart rearview mirror needs no re-wiring and makes the wiring in car more simple and reliable. Meanwhile, it delivers better connected performance among rearview mirror, central control display, dashboard screen, and HUD, and is expected to squeeze the space for AM.

### Function Penetration of Rearview Mirror for Passenger Vehicle, 2015-2016



Note: Penetration=Sales of passenger vehicles with the function/Total sales of passenger vehicles

Source: Global and China Automotive Rearview Mirror Industry Report, 2016-2021

### **3. More and more enterprises develop camera solutions to replace traditional rearview mirror**

Thanks to progress in camera technology, falling costs, and less strict laws and regulations in some countries/regions, more and more parts producers and OEMs start developing camera solutions to replace conventional rearview mirror.

Exterior automotive rearview mirror: Several OEMs including Audi, Tesla, Nissan, Maserati, and Lexus have been engaged in development of relevant products which are mainly used in concept models because of various factors. Japan and EU loosened the restrictions on rearview mirror in 2016, allowing the replacement of reflector with camera which will promote mass production of electronic exterior automotive rearview mirror to some extent. However, large-scale application still relies on the development of electronic technology, decline in production costs, and refinement & spread of laws and regulations.

Interior automotive rearview mirror: Producers of rearview mirror and parts including Gentex, MAGNA, Ficosa, Ichikon, Murakami, Denso, and Toshiba are developing related products, primarily camera + interior mirror display solution. Cadillac, Nissan, Mitsubishi, and Honda have applied similar solutions to their mass-produced cars. Cadillac's models with streaming rearview mirrors have already hit the Chinese market.

Global and China Automotive Rearview Mirror Industry Report, 2016-2021 highlights the following:

- ◆ Global, European, American, Asian rearview mirror markets, supporting relations between rearview mirror producers and carmakers;
- ◆ Chinese rearview mirror market (size, import & export, competitive landscape, supporting relations);
- ◆ Penetration of and demand for mainstream functions of rearview mirror in China (electric control, auto-dimming, electric folding, memory, heating);
- ◆ R&D, configuration, and development trends of electronic rearview mirror in China and worldwide;
- ◆ Smart rearview mirror in China (status quo of product and market, major enterprises, development trends);
- ◆ Global and Chinese automotive rearview mirror manufacturers (operation, product types, production bases, production capacity, R&D of new products, etc.);
- ◆ Typical Chinese smart rearview mirror enterprises (development, mainstream products, developmental characteristics).

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