# China Passenger Car Telematics Industry Report, 2017-2021

Jan. 2018

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## 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.



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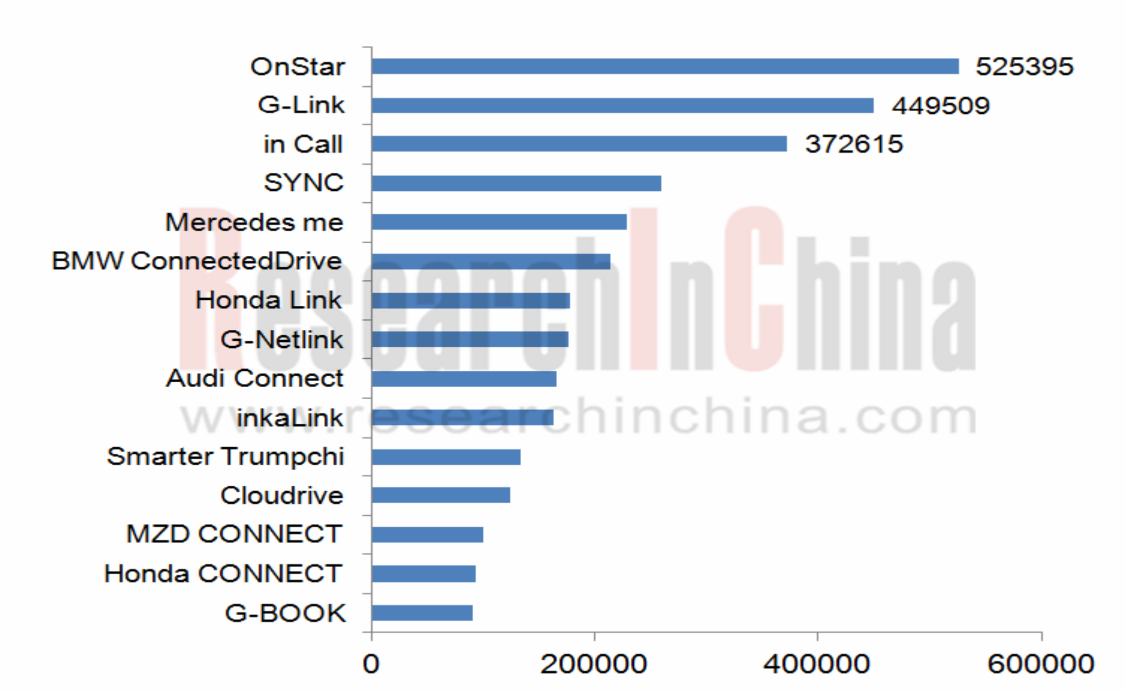
# Abstract

From January to October 2017, a total of 4.0993 million passenger cars were preinstalled with telematics in China, with market penetration standing at 21.02%, and the industrial scale will be up to RMB29 billion with a year-on-year surge of 38.1% and market penetration hitting 22% in 2017 around. As intelligent driving and autonomous driving get popular and commercialized, the telematics industry size will be developing faster in the future and is expected to report RMB70 billion in 2021 when the rate of telematics installations on passenger cars will be 39%.

Top 15 Telematics Systems in China, Jan-Oct 2017



As for price range of passenger cars, the models priced between RMB100,000 and RMB150,000 enjoyed the highest rate of telematics installations or 4.52% during January to October 2017, and the installation rate of telematics on the models priced below RMB250,000 is on the rise in the same period. It can be seen that OEMs are aggressively promoting the prevalence of telematics and low- and medium-end car models see a growing installation rate of telematics, which is naturally welcomed by the consumers.

Telematics is technically heading towards intelligence and networking, and the two technical routes are progressing simultaneously and making for a fusion. In respect of vehicle perception layer, the technological improvements are largely shown from novel automotive electronics and operating system. In the wake of technological advancements, automotive electronics are developing towards functional integration of sensors, high-performance computing chip and new human-computer interaction. The automotive operating system is gearing from single function towards the intelligent tiered, modularized and platform-based development.

China Passenger Car Telematics Industry Report, 2017-2021 highlights the following:

◆Telematics overview (national policy, favorable factors and impediments, Chinese telematics market size, industrial chains, market value chains, players and key solutions, etc.);

◆Telematics market in China (passenger car telematics in 2017 (by price/model/OEM/telematics brand) pre-installations, installation rate and penetration rate, the supporting of key telematics brands in the Chinese automotive market, business analysis of major telematics brands (like security function, navigation function, internet entertainment and comparison of charges);

◆Study on telematics business of Joint-venture OEMs (OnStar/MyLink (SAIC-GM), G-BOOK (Toyota), HondaLink/Honda Connect (Honda), SENSUS/Volvo On Call (Volvo), SYNC (Changan Ford), CARWINGS+/ Nismo Watch (Dongfeng Nissan), UVO (Dongfeng Yueda KIA), Citro?n Connect (Dongfeng Citro?n), Blue-I (Dongfeng Peugeot), Mercedes-Benz CONNECT (Beijing Benz Automotive), BlueLink (Beijing Hyundai) and ConnectedDrive (BMW Brilliance), the car models supported, functions & services, package charges as well as user growth in Chinese market);

◆Study on telematics business of local Chinese OEMs (inkaNet (SAIC Motor), In Call (Changan Automobile), G-Netlink/ G-Link (Geely) and Cloudrive (Chery), the car models supported, functions & services, package charges as well as user growth in Chinese market);

◆Chinese internet firms including NavInfo, LAUNCH Tech, PATEO, WirelessCar, China TSP, TimaNetworks, Careland, Beijing Carsmart Technology, YESWAY and AutoNavi (telematics customers, products, revenue structure, etc.)

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