



**OEMs in Chinese ADAS Market – Changan  
Automobile, 2017**

**Feb. 2018**

## **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

Changan Automobile sold 1.0582 million cars in 2017, down 7.1% from a year ago, largely due to a plunge of 41.0% in sedan sales to 189,100 units, whereas 646,000 SUVs were sold in the year, up 19.5% over the previous year, becoming a major growth engine. Meanwhile, ADAS is mostly installed on SUVs.

ADAS makes its way into a few Changan models, mostly installed on best-selling and top-end models, such as Raeton, CS55, CS75 and CS95. Other products basically carry backup camera. ADAS products like backup camera, BSD, LDW, FCW, AEB, ACC and APA have been installed on the top-of-the-line versions of CS55, CS75 and CS95 as standard configuration. In addition, the top-end version of CS75 carries pedestrian detection and the deluxe version of CS95 traffic sign recognition.

Changan ADAS system is enabled by hardware including MMW radar (24GHZ, 77GHZ), camera (monocular, surround view), and ultrasonic radar, mostly provided by Bosch, Delphi, Valeo and Suzhou INVO Automotive Electronics.

1. MMW radar (mainly 24GHZ and 77GHZ): BSD, FCW, AEB, ACC, APA;
2. Mono-camera: LDW
3. Surround view camera: surround view parking
4. Ultrasonic radar: APA

Changan Automobile completed 2,000km L3-level autonomous driving test from Chongqing to Beijing in April 2016 and obtained the license for autonomous driving tests in California in November 2017 and conducts L4-level self-driving tests for now. According to its development plan, Changan Automobile will mass-produce L2 autonomous car in 2018, the autonomous car for expressways in 2020 and the autonomous car for all road conditions in 2030. Thus, the company is expected to improve the penetration of ADAS in its models between 2018 and 2020 with priorities given to R&D of 3D surround view, fully automated parking, integrated ACC and urban-road traffic jam assistant.

OEMs in Chinese ADAS Market -- Changan Automobile, 2017 highlights the following:

- ◆ Profile of Changan Automobile (shareholders, organizational structure, R&D layout, JVs and subsidiaries, production bases, car sales (overall and by model));
- ◆ ADAS (product portfolio, ADAS solutions for main models, autonomous driving tests, R&D system, partners, development plan);
- ◆ Telematics (product portfolio, configurations for main models, suppliers & partners, development plan).

### **1 Changan Automobile**

- 1.1 Introduction
- 1.2 Organizational Structure
- 1.3 R&D Layout
- 1.4 Joint Ventures and Subsidiaries
- 1.5 Production Bases
- 1.6 Main Models and Planning
- 1.7 Total Sales and Sales by Model

### **2 Changan Automobile's Planning for ADAS and Autonomous Driving**

- 2.1 Advances
  - 2.1.1 ADAS Product Portfolio
  - 2.1.2 ADAS Solutions for Major Models
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- 2.3 Orientations and Partners of Intelligent Driving Cooperation
- 2.4 Intelligent Driving Planning

### **3 Changan Automobile's Planning for Telematics**

- 3.1 Advances
  - 3.1.1 Product Portfolio
  - 3.1.2 Telematics Solutions for Major Models
- 3.2 Suppliers and Partners
- 3.3 Planning

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- Shareholders of Changan Automobile
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- R&D Layout of Changan Automobile
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- Telematics Configurations for Major Models of Changan Automobile
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- 'In Call' Functions and Planning of Changan Automobile

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