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**China Driving Recorder Market  
Research Report, 2022**  
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# Sales volume of passenger cars equipped with OEM DVRs increased by 52.5% year-on-year in 2022 H1

## Driving recorder research: sales volume of passenger cars equipped with OEM DVRs increased by 52.5% year-on-year in 2022 H1

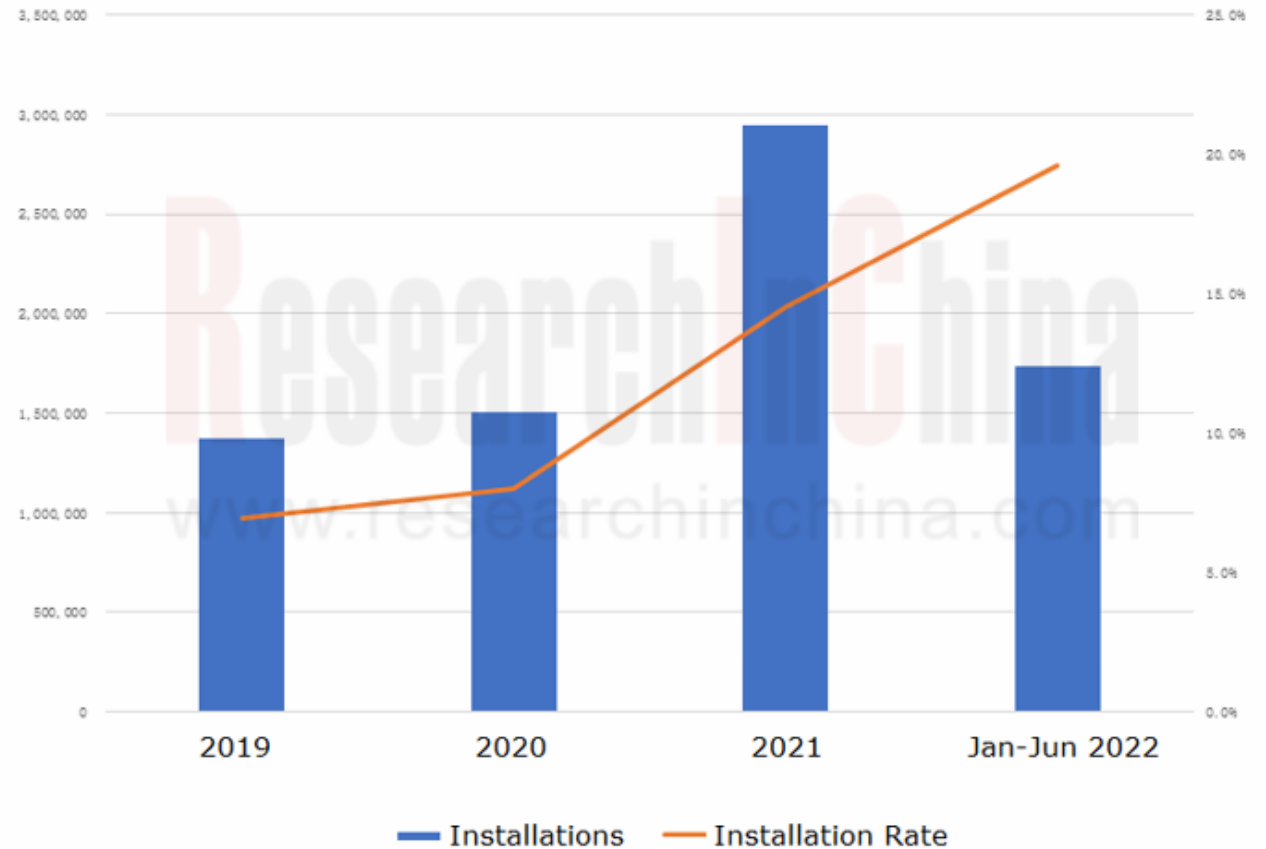
In April 2021, the Ministry of Industry and Information Technology stipulated: "Each passenger car should be equipped with an event data recorder (EDR) that complies with GB 39732. The passenger car equipped with an automotive video driving record system (driving recorder/ digital video recorder) that complies with GB/T 38892 should be deemed to meet the requirements." The regulation has been applied to newly produced vehicles from January 1, 2022. As EDRs has become the standard configuration of new cars, the OEM installation rate of driving recorders/digital video recorders (DVRs) has also risen.

## In 2022H1, the sales volume of passenger cars equipped with OEM DVRs increased by 52.5% year-on-year

From a monthly trend, the OEM installation rate of driving recorders in passenger cars (note: the sales proportion of passenger cars with driving recorder as standard configuration as a percentage of the total passenger car sales volume) jumped from 8.9% in April 2021 to 21.9% in June 2022.

On annual basis, the OEM installation rate of driving recorders in passenger cars hit 7.0% in 2019, 8.0% in 2020, 14.5% in 2021, and 19.6% in 2022H1. It is expected to be 22% in the entire 2022.

Installations and Installation Rate of OEM Driving Recorders in China, 2019-2022



Source: ResearchInChina

# Installation Rate of OEM Driving Recorders

## **Independent brands and new energy vehicles are the main roles that include driving recorders into standard configuration**

The installation rate of driving recorders as standard configuration for independent brand models has been at a relatively high level, reaching 19.3% in 2019 when joint venture brands only secured 0.2%. In 2022, independent brand models will achieve installation rate of 29.4% as the main force in the standard configuration of driving recorders.

However, since 2021, the installation rate of joint venture brands has made progress quickly, from 2.0% in 2020 to 8.4% in 2021 and 11.6% in 2022H1. Compared with 2019, it increased by 11.4 percentage points, higher than 10.1 percentage points gained by independent brands.

The installation rate of OEM driving recorders for new energy vehicles swelled by 14.3 percentage points from 20.4% in 2019 to 34.7% in 2022H1. For traditional fuel vehicles, the installation rate rose by 7.6 percentage points from 6.2% in 2019 to 13.8% in 2022H1. The growth in the sales volume of new energy vehicles also led to the growth of OEM driving recorders.

**Installation Rate of OEM Driving Recorders in China (Joint Venture/Independent Brands), 2019-2022**

Vendors	2019	2020	2021	Jan-Jun 2022
Joint ventures	0.2%	2.0%	8.4%	11.6%
Independent companies	19.3%	19.1%	22.9%	29.4%
Total	7.0%	8.0%	14.5%	19.6%

Source: ResearchInChina

**Installation Rate of OEM Driving Recorders in China (New Energy/Fuel Vehicles), 2019-2022**

	2019	2020	2021	Jan-Jun 2022
New energy vehicles	20.4%	24.9%	30.1%	34.7%
Fuel vehicles	6.2%	6.5%	11.3%	13.8%
Total	7.0%	8.0%	14.5%	19.6%

Source: ResearchInChina

# Top 20 Brands by Installation Rate of OEM Driving Recorders in China

By the sales volume of models with driving recorders as standard in 2022H1, the top five brands included BYD (345,000 units), Nissan (284,000 units), Tesla (198,000 units), Changan Automobile (187,000 units) and Geely (82,000), with the respective installation rate as standard configuration of 58.8%, 76.9%, 100.0%, 46.7% and 21.2%. Chinese local new energy vehicle brands Li Auto and NIO regard driving recorders as standard, while traditional brands BMW and Mercedes-Benz only install OEM driving recorders on 12.2% and 10.4% of their vehicles respectively.

Top20 Brands by Installation Rate of OEM Driving Recorders in China, Jan-Jun

2022

Brands	Sales volume of models with driving recorders as standard	Installation rate of driving recorders
BYD	344,786	58.8%
Dongfeng Nissan	284,315	76.9%
Tesla	198,196	100.0%
Changan Automobile	180,714	46.7%
Geely	82,116	21.2%
Li Auto	60,801	100.0%
Great Wall Tank	54,861	100.0%
NIO	49,439	100.0%
BMW	37,678	12.2%
Great Wall HAVAL	37,088	15.9%
Geely Lynk & Co	32,097	40.5%
Mercedes-Benz	29,808	10.4%
Changan COS	28,989	33.6%
Leapmotor	27,498	59.6%
GAC Trumpchi	25,605	18.2%
Chery	21,702	17.7%
SAIC Roewe	20,409	15.5%
ZEEKR	18,816	100.0%
Neta	18,710	31.8%
BEIJING	16,803	41.8%

Source: ResearchInChina

# Driving recorder technology integration: ADAS, streaming media and intelligence

## Driving recorder technology integration: ADAS, streaming media and intelligence

Driving recorders are undoubtedly indispensable for Chinese car owners. In 2015, the driving recorder video incident directly spurred the driving recorder aftermarket where 10 million driving recorders were sold that year as the best-selling automotive electronic products on Double 11, a Chinese unofficial e-commerce holiday and shopping festival similar to Black Friday in the U.S.

Search Index of "Driving Recorder" on Baidu



Source: Baidu

In addition to navigation, preventing accident frauds, assisting in handling traffic accident disputes and electronic violation disputes, driving recorders offer more and more functions. With the development of automotive intelligent connectivity, functions such as electronic fence, parking monitoring and alarm, and even ADAS functions like LDWS and FCWS have become standard for driving recorders, but AM driving recorders only integrate the most basic ADAS functions due to limitations of hardware, software and vehicle data acquisition.

With a higher installation rate, driving recorders can share the inputs (cameras) and outputs (displays) with other smart cockpit devices, which not only saves costs, but also better realizes integration of intelligent connection functions.

## Typical Functions of AM Driving Recorders



**LDWS** Lane Departure Warning System  
车道偏离报警技术



**ISRSM** Internet + Smart Rearview Mirror  
互联网+智能后视镜技术



**LCF** Lens Correction Filter  
滤光校正技术



**WDRI** Wide Dynamic Range Imaging  
宽动态影像技术



**SIS** Semantic Interaction System  
语义交互技术



**GPS** GPS + Beidou Positioning Dual Model Technology  
GPS+北斗双模技术



**WIFI** Wireless Fidelity  
无线连接技术



**FCWS** Front Collision Warning System  
前方防撞碰撞报警技术



**BVC** Bluetooth Voice Command  
全屏后视镜技术



**PMT** Parking Monitoring Technology  
停车监控技术



**SSDS** Split Screen Display System  
分屏显示技术



**FABC** Front And Back Camera  
前后双录技术

Source: JADO SMART

# Comparison between Aftermarket Smart Cloud Mirrors

Comparison between Aftermarket Smart Cloud Mirrors

Product	Price (RMB)	How to fix	CPU	Wide-angle lens	Operating temperature	Power supply	Intelligent voice interaction	ADAS	Reverse image	Driving recorder
YI Smart Rearview Mirror	199-269	Strap-on	MTK MT8665	Front: 140°	-10℃ ~60℃	Cigarette lighter	√	√	×	√
LNDU Smart Rearview Mirror	349-929	Strap-on	Huawei Hisilicon	Front: 170°/Back: 140°	-20℃ ~70℃	Cigarette lighter/decompression wire connected to crisper or batteries	√	√	√	√
MapGoo Smart Rearview Mirror X8S	699	Strap-on	—	Front: 150°/Back: 110°	-20℃ ~65℃	Cigarette lighter	√	√	√	√
360 Smart Rearview Mirror S650	748	Strap-on	MTK MT8665	Front: 140°/Back: 130°	-20℃ ~70℃	Cigarette lighter	√	√	√	√
Xiaomi 70Mai Rearview Mirror	799	Strap-on	MTK MT8665	Front: 140°/Back: 130°	-20℃ ~70℃	Cigarette lighter	√	√	√	√
Xiaomi Mijia Smart Rearview Mirror	999	Strap-on	MTK MT8665	Front: 150°/Back: 138°	-20℃ ~70℃	Cigarette lighter	√	√	√	√
Duxiaojing Smart Rearview Mirror	999	Strap-on	SL8541E	Front: 90°	—	Cigarette lighter	√	√	×	√

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## Beijing Headquarters

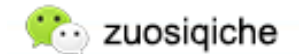
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