

# China Car Navigation Industry Report, 2011



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<http://marketpublishers.com>

# China Car Navigation Industry Report, 2011

Date:	January 1, 2012
Pages:	98
Price:	US\$ 2,100.00
ID:	CC7DA8102C5EN

Car navigation equipment mainly include two categories: In-Dash navigation and Portable Navigation Device (PND).

In OEM market, In-Dash navigation devices play main roles. In December 2011, ResearchInChina investigated 3,698 models of passenger cars on sale in the Chinese market and found that 1,041 models (accounting for 28.2%, up 6.7 percentage points from 2010) were equipped with In-Dash navigation devices (as standard configuration).

In 2011, among all cars on sale in China, 42.7% of European cars were equipped with In-Dash navigation devices (as standard configuration), up 6.4 percentage points from 2010; the proportions of South Korean cars and Chinese cars with In-Dash navigation devices (as standard configuration) saw the highest growth rates, and increased by 10.5 percentage points and 8.7 percentage points respectively.

Compared with 2010, the proportion of automobiles (at the unit price of less than RMB500,000) equipped with In-Dash navigation devices (as standard configuration) in China in 2011 was higher, particularly 20.4% of the automobiles tagged with the unit price of RMB100,000-200,000 were installed with In-Dash navigation devices instead of 11.9% in 2010. This shows that In-Dash navigation has become one of the important indicators in the configuration of middle and low-end automobiles.

This report analyzes:

- Sales volume of global and Chinese automotive In-Dash navigation devices;
- Global and Chinese PND sales volume;
- Development of navigation electronic maps and major manufacturers in China;
- Proportion of automobiles equipped with In-Dash navigation devices (as standard configuration) in China by type and their prices
- Major sales channels of automotive navigation devices in China;
- Operation and navigation business of foreign-funded, Taiwan-funded and mainland Chinese automotive navigation companies;
- Major global and Chinese GPS chip manufacturers and their development.

## Table of Content

### 1. OVERVIEW OF CAR NAVIGATION

- 1.1 Introduction
- 1.2 Classification
- 1.3 Industry Chain
  - 1.3.1 Overview
  - 1.3.2 Main Links

### 2. CHINESE CAR NAVIGATION MARKET ENVIRONMENT

- 2.1 Impact of China Automobile Industry on Car Navigation
- 2.2 Application of Car Navigation in China Automobile Market in 2011
- 2.3 Development Environment of Car Navigation in China

### **3. STATUS QUO OF CAR NAVIGATION MARKET**

- 3.1 Evolution of Car Navigation in China
- 3.2 Car Navigation Market Breakdown
- 3.3 In-Dash Navigation Market
  - 3.3.1 Global In-Dash Navigation Market
  - 3.3.2 China In-Dash Navigation Market Scale
  - 3.3.3 In-Dash Navigation Supply Relationship in China
- 3.4 PND Market
  - 3.4.1 Global PND Market
  - 3.4.2 Chinese PND Market
- 3.5 Navigation Map
- 3.6 Development Trends of Car Navigation in China
  - 3.6.1 Development Trends
  - 3.6.2 Impact of Telematics on Car Navigation Market

### **4. SURVEY ON OEM CAR NAVIGATION DEVICES IN CHINA**

- 4.1 Japanese Cars
- 4.2 South Korean Cars
- 4.3 European Cars
- 4.4 American Cars
- 4.5 Chinese Cars

### **5. KEY SALES CHANNELS OF CAR NAVIGATION**

- 5.1 OEM Market
- 5.2 After Market
  - 5.2.1 IT Channel
  - 5.2.2 3C Stores
  - 5.2.3 Car 4S Stores & Auto Parts Stations

### **6. FOREIGN CAR NAVIGATION ENTERPRISES**

- 6.1 Clarion
  - 6.1.1 Development Overview
  - 6.1.2 Car Navigation Business
- 6.2 Alpine
  - 6.2.1 Development Overview
  - 6.2.2 Alpine China
- 6.3 Denso
  - 6.3.1 Development Overview
  - 6.3.2 Car Navigation Business
- 6.4 Bosch
  - 6.4.1 Development Overview
  - 6.4.2 Car Navigation Business
  - 6.4.3 Bosch China
- 6.5 Pioneer
  - 6.5.1 Development Overview
  - 6.5.2 Car Navigation Business
- 6.6 Aisin AW

- 6.6.1 Development Overview
- 6.6.2 GPS Business
- 6.7 Garmin
- 6.8 TomTom

## **7. MAINLAND CHINESE AND TAIWAN-OWNED CAR NAVIGATION ENTERPRISES**

- 7.1 MiTAC
- 7.2 Holux
- 7.3 GlobalSat
- 7.4 Mio
- 7.5 Beijing UniStrong
- 7.6 Chinagps Co., Ltd. (Shenzhen)
- 7.7 Shinco
- 7.8 Hangsheng Electronics

## **8. GPS CHIP MARKET AND MANUFACTURERS**

- 8.1 Profile of Global GPS Chip Market
- 8.2 Profile of Global GPS Chip Manufacturers
  - 8.2.1 SiRF
  - 8.2.2 Broadcom
  - 8.2.3 ST
  - 8.2.4 TI
  - 8.2.5 Atmel
- 8.3 Overview of GPS Chip Manufacturers in China
  - 8.3.1 Chengdu Goldtel Electronic Technology Company Limited
  - 8.3.2 Beijing BDstar Navigation Co., Ltd.
  - 8.3.3 OLinkStar Co., Ltd.

## **SELECTED CHARTS**

- Car Navigation Industry Chain
- Structure of Global On-orbit Satellites, July 1, 2011
- Structure of Chinese On-orbit Satellites, July 1, 2011
- Top 10 Countries by Automobile Output, 2001-2010
- Top 10 Countries by Passenger Car Output, 2001-2010
- China's Auto Output and Sales Volume, 2005-2015E
- Navigation Systems of Popular Car Models in China, 2010-2011
- Top 10 Mini-cars by Sales Volume and Car Navigation System Models, Jan.-Nov. 2011
- Top 10 Small Cars by Sales Volume and Car Navigation System Models, Jan.-Nov. 2011
- Top 10 Compact Cars by Sales Volume and Car Navigation System Models, Jan.-Nov. 2011
- Top 10 Medium Cars by Sales Volume and Car Navigation System Models, Jan.-Nov. 2011
- Top 5 Medium and Large Cars by Sales Volume and Car Navigation System Models, Jan.-Nov. 2011
- Top 10 SUVs by Sales Volume and Car Navigation System Models, Jan.-Nov. 2011
- Top 10 MPVs by Sales Volume and Car Navigation System Models, Jan.-Nov. 2011
- Classification of Car Navigation Market
- Global In-Dash Navigation System Shipment, 2005-2015E
- China In-Dash Navigation Sales Volume, 2005-2015E
- OEM Relationship between Major In-Dash Navigation System Suppliers and Automobile Manufacturers in the World
- Quantity and Proportion of Car Models Equipped with Navigation Devices (Standard Configuration) in China, 2010-2011
- Price Range of Car Models Equipped with Navigation Devices (Standard Configuration) in China, 2010-2011

Global PND Shipment, 2005-2015E  
PND Sales Volume and Growth Rate in China, 2004-2015E  
Ranking of PND Brands in China by Notability, 2011  
Cooperative Relationship between Major PND Brands and Map & Engine Enterprises in China  
Chinese Navigation Map Market Scale, 2009-2013  
Revenue Sources of Navigation E-map in China, 2009-2013  
Overview of Navigation E-map Enterprises in China  
Proportion of Cars Equipped with Navigation Devices (Standard Configuration) in China by Origin, 2010-2011  
Japanese Cars Equipped with Navigation Devices (Standard Configuration) in China, 2010-2011  
Price Distribution of Japanese Cars Equipped with Navigation Devices (Standard Configuration) in China, 2011  
South Korean Cars Equipped with Navigation Devices (Standard Configuration) in China, 2010-2011  
Price Distribution of South Korean Cars Equipped with Navigation Devices (Standard Configuration) in China, 2011  
European Cars Equipped with Navigation Devices (Standard Configuration) in China, 2010-2011  
Price Distribution of European Cars Equipped with Navigation Devices (Standard Configuration) in China, 2011  
American Cars Equipped with Navigation Devices (Standard Configuration) in China, 2010-2011  
Price Distribution of American Cars Equipped with Navigation Devices (Standard Configuration) in China, 2011  
Chinese Cars Equipped with Navigation Devices (Standard Configuration) in China, 2010-2011  
Price Distribution of Chinese Cars Equipped with Navigation Devices (Standard Configuration) in China, 2011  
OEM Proportion of China Car Navigation  
Sales Channels of Aftermarket Car GPS Navigators  
Acceptance of 4S Services in Car Users  
Revenue and Net Income of Clarion, FY2007-FY2011  
Revenue of Clarion by Region, FY2009-FY2011  
Principle of Clarion's Interactive Navigation System  
GPS Production Bases of Clarion in China  
Operating Revenue of Alpine, FY2008-FY2012  
Net Income of Alpine, FY2008-FY2012  
Business Indicators of Alpine's Production Bases in China, 2008-2009  
Sales and Net Income of Denso, FY2009-FY2011  
Sales of Denso by Division, FY2011  
Operating Revenue and Total Profit of Denso (Tianjin) ITS, 2008-2009  
Sales and Profit of Bosch, 2006-2010  
Sales of Bosch by Region, 2010  
Sales of Bosch by Business, 2010  
Number of Employees of Bosch, 2006-2010  
Car Navigation Products of Bosch  
Global Deployment of Car Multimedia Business of Bosch  
Sales of Bosch in China, 2006-2010  
Revenue of Bosch China by Division, 2010  
Car Multimedia Products of Bosch China  
Business Indicators of Bosch Automotive Products (Suzhou), 2008-2009  
Financial Data of Pioneer, FY2009-FY2011  
Operating Revenue of Pioneer by Division, FY2009-FY2011  
Revenue of Pioneer by Region, FY2009-FY2011  
Sales and Net Income of Aisin AW, FY2008-FY2011  
Sales Revenue Structure of Aisin AW by Product, FY2011  
Major Clients of Car Navigation Products of Aisin AW, 2011  
Revenue and Profit of Garmin, 2006-2011  
Operating Revenue of Garmin by Division, 2010

Revenue of TomTom, 2008-2010  
Global Stronghold Distribution of MiTAC  
Main Navigation Products of MiTAC  
Operating Revenue and Gross Profit of MiTAC, 2006-2011  
Operating Revenue of MiTAC by Region, 2010  
Main Car Navigation System Products of Holux  
Operating Revenue and Gross Margin of Holux, 2006-2011  
Operating Revenue and Gross Margin of GlobalSat, 2006-2011  
Operating Revenue and Gross Margin of UniStrong, 2006-2011  
Revenue and Gross Margin of UniStrong's In-Dash Navigation Business, 2007-2011  
Investment Projects of UniStrong  
Operating Revenue, Total Profit and Number of Employees of CHINAGPS, 2008-2010  
Operating Revenue of Hangsheng Electronics, 2004-2010  
Brand Value of Hangsheng Electronics, 2006-2010  
Global GPS Chip Market Scale, 2005-2015E  
GPS Chip Market Scale in China, 2008-2015E  
Operation of CSR, 2003-2008  
Revenue of CSR by Division, 2009-2010  
Broadcom's Global Presence  
Operating Revenue of Broadcom, 2001-2011  
Headcount of Broadcom, 2001-2011  
Mobile and Wireless Communication Customers of Broadcom  
Operating Revenue of ST, 2006-2011  
Revenue of ST by Division, 2010-H1 2011  
Revenue of ST by Region, 2010-H1 2011  
Operating Revenue and Gross Margin of TI, 2008-2010  
Distribution of TI's Operating Revenue by Region  
Distribution of TI's Operating Revenue by Division, 2008-2010  
Operating Revenue and Gross Margin of Atmel, 2007-2010  
Net Operating Revenue of Atmel by Division, 2008-2010  
Net Operating Revenue of Atmel by Region, 2008-2010  
Operating Revenue and Gross Margin of Goldtel, 2007-2011  
Revenue and Gross Margin of Goldtel by Business, 2010-2011  
Operating Revenue of Goldtel by Region, 2010-2011  
Operating Revenue and Gross Margin of Beijing BDstar, 2006-2011  
Revenue and Gross Margin of Beijing BDstar by Business, 2010-2011  
Regional Distribution of BDstar's Operating Revenue, 2010-2011  
Asset Size and Net Income of Beijing TELLHOW OLinkStar, 2009-2011

### I would like to order:

**Product name:** China Car Navigation Industry Report, 2011  
**Product link:** <http://marketpublishers.com/r/CC7DA8102C5EN.html>  
**Product ID:** CC7DA8102C5EN  
**Price:** US\$ 2,100.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/CC7DA8102C5EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [http://marketpublishers.com/docs/terms\\_conditions.html](http://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**