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China Passenger Car Telematics Industry Report, 2015-2018

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Abstracts

As Chinese passenger vehicle manufacturers accelerate to popularize telematics system in 2015, smartphone integration and 4G LTE technologies have found wider application, and IVI (In-Vehicle Infotainment) and networking functions have got enriched and optimized to get better user experience.

In January-September 2015, China's new passenger vehicles equipped with telematics products approximated 1.8 million units, up 32.1% from a year earlier. Among them, OnStar held 26% and ranked first, followed by SYNC and Honda Link. It is noted that in 2015 Changan Automobile launched several models equipped with In Call system, occupying 7%, thus making it the only self-owned brand that ranked among the top 5.

Traditional Chinese third-party telematics enterprises are still in difficulties. For example, the companies like PATEO and China TSP are pursuing transformation based on its OEM business, and LAUNCH Tech and Carsmart continued to seek for consumers' concern in the aftermarket. Meanwhile, mapping service providers such as NavInfo, AutoNavi, and Careland began to speed up layout in telematics with map as the breakthrough point.

It is projected that prior to 2016 the penetration of OEM telematics will be on the rise. On the one hand, the model of OEM-led platform and third-party telematics enterprises providing services will continue to be adopted. They will work together to deliver more of more mature products and services to car owners. On the other hand, passenger vehicle market is unlikely to recover and grow like the previous high-speed expansion, which would entail prompting OEMs to rapidly lift OEM telematics pre-installations to compete for the market. At the same time, we also note that aftermarket like intelligent rearview mirror also provides networking and recreational functions, which, to some

extent, helps diversify the options of car owners.

China Passenger Vehicle Telematics Industry Report, 2015-2018 by ResearchInChina focuses on the following:

Development of China passenger vehicle telematics market, including market overview, industrial chain, market size, service comparison, supported products, etc.;

Analysis of passenger vehicle telematics brands in China, including business analysis, expenses, new users, supported models, development strategy, and technology trends, etc.;

TSP enterprises of China passenger vehicle telematics, including product analysis, business analysis, application cases, customer structure, and development model, etc.

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Contents

1. OVERVIEW OF TELEMATICS

1.1 Related Definitions
  1.1.1 ITS
  1.1.2 IOV
  1.1.3 Telematics
1.2 Industry Chain

2. CHINA TELEMATICS MARKET

2.1 Overview
2.2 Business of Main Telematics Brands
2.3 Market Size

3. TELEMATICS BUSINESS OF JOINT VENTURES IN CHINA

3.1 Shanghai GM OnStar
  3.1.1 Overview and Support
  3.1.2 Business Analysis
  3.1.3 Number of New Telematics Users
  3.1.4 Development Strategy
3.2 Toyota G-BOOK
  3.2.1 Overview and Support
  3.2.2 Business Analysis
  3.2.3 Number of New Telematics Users
  3.2.4 Development Strategy
3.3 Honda HondaLink
  3.3.1 Overview and Support
  3.3.2 Business Analysis
  3.3.3 Number of New Telematics Users
  3.3.4 Development Strategy
3.4 Volvo SENSUS
  3.4.1 Overview and Support
  3.4.2 Business Analysis
  3.4.3 Number of New Telematics Users
  3.4.4 Development Strategy
3.5 Changan Ford SYNC

3.5.1 Overview and Support
3.5.2 Business Analysis
3.5.3 Number of New Telematics Users
3.6 Dongfeng Nissan CARWINGS
3.6.1 Overview and Support
3.6.2 Business Analysis
3.6.3 Number of New Telematics Users
3.6.4 Development Strategy
3.7 Dongfeng Yueda Kia UVO
3.7.1 Overview and Support
3.7.2 Business Analysis
3.7.3 Number of New Telematics Users
3.8 Dongfeng Citroen Citro?n Connect
3.8.1 Overview and Support
3.8.2 Business Analysis
3.8.3 Number of New Telematics Users
3.9 Dongfeng Peugeot Blue-i
3.9.1 Overview and Support
3.9.2 Business Analysis
3.9.3 Number of New Telematics Users
3.10 Mercedes-Benz CONNECT
3.10.1 Overview and Support
3.10.2 Business Analysis
3.10.3 Number of New Telematics Users
3.10.4 Development Strategy
3.11 Beijing Hyundai Blue Link
3.11.1 Overview and Support
3.11.2 Business Analysis
3.11.3 Number of New Telematics Users
3.12 BMW Brilliance ConnectedDrive
3.12.1 Overview and Support
3.12.2 Business Analysis
3.12.3 Number of New Telematics Users
3.12.4 Development Strategy

4. TELEMATICS BUSINESS OF LOCAL COMPANIES IN CHINA

4.1 SAIC inkaNet
4.1.1 Overview and Support

4.1.2 Business Analysis
4.1.3 Number of New Telematics Users
4.2 Changan in Call
4.2.1 Overview and Support
4.2.2 Business Analysis
4.2.3 Number of New Telematics Users
4.3 Geely G-NetLink
4.3.1 Overview and Support
4.3.2 Business Analysis
4.3.3 Number of New Telematics Users
4.4 Chery Cloudrive
4.4.1 Overview and Support
4.4.2 Business Analysis
4.3.3 Number of New Telematics Users

5. CHINESE TELEMATICS COMPANIES

5.1 LAUNCH Tech Company Limited
5.1.1 Profile
5.1.2 Operating Performance
5.1.3 Revenue Structure
5.1.4 R&D Costs
5.1.5 Latest News
5.2 Beijing Carsmart Technology Co., Ltd
5.2.1 Profile
5.2.2 Revenue Structure
5.2.3 Lecheng Box and UBI Business
5.3 YESWAY
5.3.1 Profile
5.3.2 Operation
5.3.3 Business Model and Main Business
5.3.4 Revenue Structure
5.3.5 Gross Margin
5.3.6 OBD Telematics Service (YESWAY Box)
5.3.7 Top5 Customers
5.3.8 Development Prospects
5.4 NavInfo Co., Ltd.
5.4.1 Profile
5.4.2 Operation

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5.4.3 Telematics Business of NavInfo
5.4.4 Mapbar will Become Independent Telematics Business Group of NavInfo
5.4.5 Comparative Analysis between NavInfo WeDrive2.0 and Baidu CarLife
5.5 Careland
5.5.1 Profile
5.5.2 Operation
5.5.3 Development Goal
5.6 AutoNavi
5.6.1 Profile
5.6.2 Operation
5.6.3 R&D
5.6.4 Latest News
5.7 China TSP
5.7.1 Profile
5.7.2 Products
5.7.3 Telematics Business
5.7.4 Application Cases
5.8 TimaNetworks
5.8.1 Profile
5.8.2 Products
5.8.3 Application Cases
5.9 WirelessCar
5.9.1 Profile
5.9.2 Application Cases
5.10 PATEO
5.10.1 Profile
5.10.2 Products
5.10.3 Telematics Business
5.10.4 Application Cases

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Selected Charts

SELECTED CHARTS

Telematics Industry Chain
Support of Main Telematics Brands in Chinese Automobile Market
Security Protection Function Comparison between Main Telematics Brands
Navigation Function Comparison between Main Telematics Brands
Internet Entertainment Function Comparison between Main Telematics Brands
Pricing Comparison between Main Telematics Brands
Preinstalled Volume of Main Telematics Brands in Chinese Passenger Car Market, Jan-Sep. 2015
Telematics Assembly Rate of Passenger Cars, 2015-2018
Supported Vehicle Models and Sales Volume of OnStar
OnStar’s Services
Pricing of OnStar Package
Number of New Users of OnStar in Chinese Passenger Car Market, Jan-Sep. 2015
OnStar’s Development Course
OnStar’s Communications Technology Roadmap
Main Functions and Parameters of MyLink 2.0
Supported Vehicle Models and Sales Volume of MyLink
Supported Vehicle Models and Sales Volume of IntelliLink
Vehicle Models Supporting G-BOOK and their Sales Volume
Comparison between G-BOOK's Connection with Mobile Phones and G-BOOK's Connection with DCM
Number of New Users of G-BOOK in China, Jan-Sep. 2015
Vehicle Models Supporting HondaLink and Their Sales Volume
Main Functions and Services of HondaLink
Number of New Users of HondaLink, Jan-Sep. 2015
Vehicle Models Supporting Sensus and Their Sales Volume
Functions and Services of Sensus Connect
Functions and Services of Volvo On Call
Number of New Users of Sensus in China, Jan-Sep. 2015
Vehicle Models Supporting SYNC and Their Sales Volume
Functions and Services of SYNC
Number of New Users of SYNC, Jan-Sep. 2015
Vehicle Models Supporting CARWINGS and Their Sales Volume
Functions and Services of CARWINGS
Number of New Users of CARWINGS in China, Jan-Sep. 2015

Functions and Parameters of Nismo Watch
Vehicle Models Supporting UVO and Their Sales Volume
Services of UVO
UVO's Pricing
Number of New Users of UVO in China, Jan-Sep. 2015
Vehicle Models Supporting Citro?n Connect
Functions and Services of Citro?n Connect
Number of New Users of Citro?n Connect in China, Jan-Sep. 2015
Vehicle Models Supporting Blue-i and Their Sales Volume
Functions and Services of Blue-i
Number of New Users of Blue-i in China, Jan-Sep. 2015
Vehicle Models Supporting Mercedes-Benz CONNECT and their Sales Volume
Functions and Services of Mercedes-Benz CONNECT
Number of New Users of Mercedes-Benz CONNECT in China, Jan-Sep. 2015
Vehicle Models Supporting Blue Link and their Sales Volume
Pricing of BlueLink
Services of Blue Link
Number of New Users of Blue Link in China, Jan-Sep. 2015
Vehicle Models Supporting ConnectedDrive and their Sales Volume
Functions and Services of ConnectedDrive
Number of New Users of ConnectedDrive in China, Jan-Sep. 2015
Vehicle Models Supporting inkaNet and their Sales Volume
Functions and Services of inkaNet
Pricing of SAIC's inkaNet Package
Number of New Users of inkaNet in China, Jan-Sep. 2015
Vehicle Models Supporting In Call and their Sales Volume
Supported Vehicle Models and Pricing of In Call
Number of New Users of In Cal in China, Jan-Sep. 2015
Supported Vehicle Models and Sales Volume of G-NetLink
Functions and Services of G-NetLink
Number of New Users of G-NetLink in China, Jan-Sep. 2015
Vehicle Models Supporting Cloudrive and their Sales Volume
Functions and Services of Cloudrive
Number of New Users of Cloudrive in China, Jan-Sep. 2015
Revenue and YoY Growth of LAUNCH, 2009-2015
Net Income and YoY Growth of LAUNCH, 2009-2015
Revenue Structure of LAUNCH by Product, 2009-2014
Revenue Structure of LAUNCH by Region, 2009-2014
Sales Volume of LAUNCH's Telematics Products, 2015H1

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R&D Costs and % of Total Revenue of LAUNCH, 2009-2014
Revenue and Net Income of Carsmart, 2010-2014
Revenue Structure of CARSMART (by Business), 2011-2014
Revenue and YoY Growth of YESWAY, 2011-2015
Net Income and YoY Growth of YESWAY, 2011-2015
OEM Telematics Services of YESWAY
AM Telematics Services of YESWAY
Smart Driving Services of YESWAY
Revenue Breakdown of YESWAY by Business, 2011-2014
Gross Profit and Gross Margin of YESWAY by Business, 2011-2014H1
Gross Margin and R&D Costs of YESWAY, 2011-2015
YESWAY's Sales from Top5 Customers, 2013-2014
YESWAY's Sales from Top5 Customers, 2015H1
Financial Data of NavInfo, 2008-2015H1
Performance of NavInfo by Product, 2015H1
Revenue, Net Income and R&D Costs of Careland, 2012-2015
Revenue and Operating Cost of Careland by Business, 2015H1
Financial Data of AutoNavi, FY2007-FY2014
Revenue of AutoNavi by Product, FY2008-FY2014
R&D Cost of AutoNavi, FY2007-FY2014
Chinatsp's Product Mix
Chinatsp's Product Applications
FAW's D_Partner System
Main Function Modules of Products
Product Comparison in the Same Industry
TimaNetworks' Product Application Structure
PATEO's Product Platform System
HMI Features of PATEO's Products
Development Overview of PATEO's Telematics Business

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