

# Global and China Automotive Rearview Mirror Industry Report, 2015-2020

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## Abstracts

The market of rear-view mirror, a traditional functional part of the vehicle, continues to expand amid the growing automobile market. From the perspective of OEM market alone, global automotive rear-view mirror (exterior + interior) demand totaled 270 million pieces in 2015 and is expected to exceed 300 million pieces in 2020. China, as the world's largest automotive market, accounts for 28% of global automotive rear-view mirror demand, with its OEM demand predicted to surpass 90 million pieces in 2020.

As there are some visual blind spots and inconvenient operation with traditional rear-view mirror, the demand for new rear-view mirrors, chiefly including the ones with electric control function, auto-dimming function, electric folding function, memory function, and heating function, keeps growing. The automotive rear-view mirror with electric control function has had a penetration of 86.96% and is basically installed in RMB100,000-above car models, while the automotive rear-view mirrors with functions of electric folding, auto-dimming, and memory are primarily assembled in mid-range and upscale models with the market remaining to be further developed.

In addition, electronic rear-view mirror and smart rear-view mirror are still in the stage of active R&D and marketing.

Electronic rear-view mirror replaces traditional rear-view mirror in the form of camera + display. Companies like Gentex, Magna, Ficosa, and Valeo are actively developing and about to mass-produce such product. The advantage of Gentex lies in CMOS camera technology with hardware having been upgraded to 4th-generation, thus generating higher pixel. Gentex carries out cooperation with mainstream carmakers including Nissan, Audi, Volkswagen, and Cadillac. The electronic rear-view mirror developed in 2014 for Nissan was showcased at the Geneva Motor Show; a similar rear-view mirror

system developed in 2015 for Nissan's racing cars was called Full Display Mirror; the electronic rear-view mirror developed in 2016 for Cadillac will be mass-produced along with volume production of vehicles.

Smart rear-view mirror extends from driving recorder and develops rapidly under the concept of Telematics. The current smart rear-view mirrors not only integrate driving recorder, GPS, electronic speed detection alerting, rear view camera, real-time online entertainment, but also are added with operating systems, 3G modules, ADAS, navigation, voice operation, and gesture recognition. Despite more than 200 smart rear-view mirror companies, the Chinese market, filled with products of varying quality, needs to be regulated. Leading players include JADO (Vision), Coagent (CASKA Cloudroute 2S), Jeavox (Angel's Guide), and CARCAM Electronic (Black View).

Global and China Automotive Rear-view Mirror Industry Report, 2015-2020 by ResearchInChina highlights the followings:

Global, European, American, and Asian automotive rear-view mirror market size, and supporting relationship between major automotive rear-view mirror companies and carmakers;

Chinese automotive rear-view mirror market size, import & export, competitive pattern, supporting relationship;

Penetration of and demand for the automotive rear-view mirror with mainstream functions in China, including electric control, auto-dimming, electric folding, memory, and heating;

Development status of electronic rear-view mirror, smart rear-view mirror, major companies, and development trends in the world and China;

Operation, types of products, production bases, production capacity, and R&D of new products of global and Chinese automotive rear-view mirror companies.

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