

Global and China TPMS Industry Report, 2012-2013

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Abstracts

Boasting the third largest car security system following ABS and SRS, TPMS (Tire Pressure Monitor System) has seen rapid growth in scale worldwide driven by mandatory installation policies in America and Europe, with the market size exceeding 28 million sets in 2012. From 2013 on, South Korea demands that all passenger cars and vehicles with the gross weight less than 3.5 tons should be installed with TPMS. The move will further expand the global TPMS scale which is projected to surpass 30 million sets by 2013. ? ?

Thus far, China has issued the recommended TPMS technical standards which took effect on Jul.1, 2011. But the TPMS assembly rate in China was as low as 9.65% in 2012, due to the absence of related mandatory policies, consumers' lack of awareness as well as the cost factor. Up until now, TPMS is mainly equipped in high-class automobiles such as Audi A6 extended edition, Buick Park Avenue, Cadillac SLS, BMW 3 Series and 5 Series. China, as the world's largest automobile producer, is projected to see a massive surge in terms of TPMS scale as soon as related policies are released.

The report analyzes the status quo of global and China TPMS market, and highlights key TPMS companies worldwide.

Schrader is the world's largest TPMS supplier, offering TPMS for original auto brands including GM, Ford, Chrysler, Nissan, Renault, Psa, etc. Schrader taps into Chinese market via the agent- CHOWYOO Auto Electronics (Shanghai) Co.,Ltd.

Continental is the second largest TPMS supplier after Schrader. And its products are applied in China for car models like Volvo S80L and Citroen-C5. ?

Currently, there are nearly 200 TPMS companies in China, which differs in scale and strength. Leading ones include: Kysonix Inc., Shanghai Baolong Automotive

Corporation, Shanghai Topsystem Electronic Technology Co., Ltd., Nan Jing Top Sun Technology Co., Ltd., Shanghai Hang Sheng Industry Co., Ltd., Steelmate Co., Ltd., Shenzhen Autotech Co., Ltd., Sate Auto Electronic Co., Ltd., etc.

Kysonix Inc. has its TPMS brand- SecuTire. The company marched in the American market in 2002 and tapped into the European market in 2009, becoming a global TRW supplier; in 2010, it stretched its commercial arm towards Southeast Asia and the Middle East; in 2012, Kysonix Inc. exported its products to South Korea.

Shanghai Baolong Automotive Corporation embarked on TPMS R&D in 2002 and developed the first-generation TPMS in 2006. So far, it has developed the fourth-generation TPMS products which are supplied for Chery, ZOTYE Auto, TESLA, SSANG YONG Motor Company, FAW XIALI, Dongfeng Nissan and more carmakers. At the end of 2012, it became a designated TPMS supplier of Shanghai GM.

Shanghai Topsystem Electronic Technology Co., Ltd. is the first-tier supplier of Shanghai Volkswagen, and its TPMS products have been employed in Passat.

Contents

1. OVERVIEW OF TPMS

- 1.1 Definition
- 1.2 Classification
- 1.3 Function
- 1.4 System Constitution

2. DEVELOPMENT OF GLOBAL TPMS INDUSTRY

- 2.1 Overview of Global TPMS Industry
 - 2.1.1 TPMS Regulations
 - 2.1.2 Market Scale
 - 2.1.3 Major Players
- 2.2 Main Countries
 - 2.2.1 USA
 - 2.2.2 Europe
 - 2.2.3 Japan
 - 2.2.4 South Korea

3. DEVELOPMENT OF CHINA TPMS INDUSTRY

- 3.1 Technology Status Quo
 - 3.1.1 One-way TPMS
 - 3.1.2 Two-way TPMS
 - 3.1.3 Next Generation TPMS
 - 3.1.4 BMBS Technology
- 3.2 Industrial Standard
- 3.3 Market Overview
 - 3.3.1 Supporting
 - 3.3.2 Market Capacity
 - 3.3.3 Market Demand Forecast

4. FOREIGN KEY PLAYERS OF TPMS

- 4.1 Schrader
 - 4.1.1 Profile
 - 4.1.2 Operation

- 4.1.3 Development in China
- 4.2 Continental
 - 4.2.1 Profile
 - 4.2.2 Operation
 - 4.2.3 Development in China
- 4.3 TRW
 - 4.3.1 Profile
 - 4.3.2 Operation
 - 4.3.3 Development in China
- 4.4 Beru
 - 4.4.1 Profile
 - 4.4.2 Operation
- 4.5 Lear
 - 4.5.1 Profile
 - 4.5.2 Operation
 - 4.5.3 Development in China

5. KEY PLAYERS OF TPMS IN CHINA

- 5.1 Kysonix Inc.
 - 5.1.1 Profile
 - 5.1.2 TPMS Business
- 5.2 Shanghai Baolong Automotive Corporation
 - 5.2.1 Profile
 - 5.2.2 TPMS Business
- 5.3 Shanghai Hang Sheng Industry Co., Ltd.
 - 5.3.1 Profile
 - 5.3.2 TPMS Business
- 5.4 Steelmate Co., Ltd.
 - 5.4.1 Profile
 - 5.4.2 TPMS Business
- 5.5 Huizhou Foryou General Electronics Co., Ltd.
 - 5.5.1 Profile
 - 5.5.2 TPMS Business
- 5.6 Shanghai Topsystm Electronic Technology Co., Ltd.
 - 5.6.1 Profile
 - 5.6.2 TPMS Business
- 5.7 Shenzhen Autotech Co., Ltd.
 - 5.7.1 Profile

5.7.2 TPMS Business

5.8 Sate Auto Electronic Co., Ltd.

5.8.1 Profile

5.8.2 TPMS Business

5.9 Dongguan Nannar Electronics Technology Co., Ltd.

5.9.1 Profile

5.9.2 TPMS Business

5.10 Nan Jing Top Sun Technology Co., Ltd.

5.10.1 Profile

5.10.2 TPMS Business

5.11 Others

5.11.1 Mobiletron Electronics (Ningbo) Co., Ltd.

5.11.2 Cixi Fu'erda Industrial Co., Ltd.

5.11.3 China Auto Electronics Group Limited

5.11.4 Zhejiang Yiyun Technology Co., Ltd.

5.11.5 KaDyTons (Xiamen) Electronic Technology CO., Ltd.

5.11.6 Yangzhou Kooan Electronic Technology Co., Ltd.

5.11.7 Wellgain Auto Technology Co., Ltd.

5.11.8 MASEN Technology Co., Ltd.

5.11.9 VICTON Electronic Technology Co., Ltd.

6. CHIP SUPPLIERS

6.1 GE

6.1.1 Profile

6.1.2 Operation

6.1.3 TPMS Solution

6.2 Infineon

6.2.1 Profile

6.2.2 Operation

6.2.3 TPMS Solution

6.3 Freescale

6.3.1 Profile

6.3.2 Operation

6.3.3 TPMS Solution

7. DEVELOPMENT TREND ANALYSIS OF TPMS

7.1 Product

7.2 Market

Selected Charts

SELECTED CHARTS

Relation between Tire Pressure & Fuel Consumption
Laws and Regulations on the Enforced Installation of TPMS in Major Countries
Worldwide
OEM Market Size of Global TPMS, 2005-2013
Demand Forecast for TPMS OEM Market in the World, 2015
AM Market Size of Global TPMS, 2005-2013
Market Share of Major TPMS Companies in the World
OEM TPMS Market Size of the United States, 2005-2013
Operating Temperature Standard of China TPMS
Pressure Measurement Error Standard of China TPMS
Some Models Equipped with TPMS in China
Models of Passenger Cars Equipped with TPMS in China, 2012
Series of Passenger Cars Equipped with TPMS in China, 2012
Prices of Passenger Cars Equipped with TPMS in China, 2012
Supply Relationship of Major TPMS Manufacturers in China
TPMS OEM Market Size in China, 2005-2012
Assembly Percentage of China TPMS, 2005-2012
Export Rebate Rate of TPMS in China, 2008-2012
Forecast of TPMS OEM Market Size in China, 2013-2016
Sales and Net Income of Continental, 2007-2012
Sales of Continental by Division, 2011-2012
Sales of TRW, 2008-2012
Sales Structure of TRW by Product, 2012
Main Companies and Sales of TRW in China
Major Configuration Parameters of TPMS of Beru
Business Indices of Lear, 2010-2012
Companies of Lear in China
Sales of Lear in China
Technology Source of Kysonix Inc.
TPMS Product Performance of SecuTire
Sales Network of Shanghai Baolong Automotive Corporation
Capacity, Output and Sales of TPMS Emitter and System of Baolong, 2008-2010
Revenue and Gross Margin of Shanghai Baolong Automotive Corporation by Product, 2008-2010
Major Clients of Shanghai Baolong Automotive Corporation

Business of Huizhou Foryou
TPMS Products of Shanghai Topsytm
Major Configuration of TPMS of Shanghai Topsytm Electronic Technology Co.,Ltd.
Product Series of Autotech
Indices of TPMS Products of Shenzhen Autotech Co., Ltd.
Major Clients of Sate Auto Electronic Co., Ltd
TPMS Products of Nannar Electronics
Product Mix of Cixi Fu'erda Industrial Co., Ltd.
Major Business and Production Base Distribution of China Auto Electronics Group Limited
Major Configuration of TPMS of Kooan
Revenue of GE, 2008-2012
Revenue of GE by Division, 2008-2012
Ranking of 3 Major Businesses of Infineon in the World
Revenue of Infineon by Segment, FY2011-FY2012
Revenue of Infineon by Region, FY2011-FY2012
Major Financial Indices of Freescale, 2008-2012
Sales of Freescale by Business, 2010-2012
Development Trend of TPMS Sensor Module Technology

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