

Car Electronics



October 2009 US\$495

Essential sourcing intelligence for buyers

China manufacturer profiles

Detailed profiles of 20 verified suppliers and contact details of an additional 15 exporters

Product & price trends

Prices and specifications of 94 top-selling export products

Supply centers & market trends

Coverage of leading and emerging supply centers, plus insight into capacity, output and R&D

global  sources

Choose verified suppliers



Online • Trade shows
Magazines • Research

www.globalsources.com

www.ChinaSourcingReports.com

This page has been left blank intentionally.

CAR ELECTRONICS

Supplier capability in China

EXECUTIVE SUMMARY

China's car electronics industry has been advancing consistently over the past five years and expanding faster than the global automotive semiconductor sector.

Entertainment products contribute significantly to supply and revenue, and in-car GPS devices are showing a positive outlook as well.

Production of most car electronics is thriving on aftermarket sales. The growth of A/V products, however, is attributed to solid OEM business, as more new vehicles are being preinstalled with complete systems.

Certain product segments have suffered a sharp decline in exports in recent months but manufacturers remain confident that China's overall strong performance will help the line endure the economic slowdown.

The following are some of the key trends observed in China's car electronics industry as suppliers weather the financial downturn:

- Many companies are turning to the domestic market, where automotive sales have been increasing, to boost their business. Suppliers promoting their own brands are targeting retail channels and the replacement parts sector.

- The growing convergence of electronics, telecom and navigation technologies continues to drive R&D efforts in the car A/V product segment.

- New releases of in-car navigation systems and personal navigation devices have slim form factors, high performance and sensitivity, and multimedia functions.

- Car PCs are evolving into infotainment systems that support various applications, including GPS, multimedia player, rearview camera, and Internet and wireless communications.

- User convenience is the key trend in China's car security and safety segment. Makers are venturing into wireless car safety electronics in

response to strong demand, especially in North America and Europe.

- Car electronic accessories that support various portable gadgets, including iPods, mobile phones and handheld gaming devices, are a fast-growing segment in the line. These include FM transmitters and Bluetooth handsfree kits, which have grown to become staple car accessories.

- Companies are enhancing ODM services to shorten design and development time for custom-made models. This allows them to compete more on the basis of functionality than on price, specifically in the low end.

- Cost cutting has limited makers' product development activities. Some streamline R&D and manufacturing processes to reduce production outlay while decreasing the rate of returns.

- Although some suppliers offer lower quotes, price cuts are limited because of higher labor and component costs.

This report covers car audio systems, including speakers, subwoofers and amplifiers; car multimedia players and monitors; car GPS devices, car PCs, car electronic accessories such as Bluetooth handsfree kits; and car safety and security electronics, including car alarms, parking aids and keyless entry and remote starters.

The Industry Overview section discusses developments in China's supply, and key trends and R&D priorities in coming months.

Guangdong province is a major production center for car electronics, with the cities of Shenzhen, Foshan, Dongguan, Huizhou and Guangzhou leading supply.

The supplier base is composed of companies with diverse manufacturing capability. Most offer a mix of car entertainment and consumer electronics, including monitor and A/V players. Some specialize in car security or GPS.

In this report

- 20 in-depth company profiles
- 15 additional suppliers
- 94 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics & charts

METHODOLOGY

To produce this report, Global Sources surveyed a wide range of suppliers. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that may or may not be clients of Global Sources.

The selection of suppliers is designed to reflect the composition of the industry in China in terms of geographic spread, business type and company ownership.

For in-depth company profiles, our research teams interviewed senior executives and export managers who discussed their recent performance and provided price, R&D, production and export forecasts for the next 12 months. The interviews were done in person, by phone or e-mail.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including their production and export statistics, and a breakdown of exports by product type and market. Our production checklist details the product-specific manufacturing capability of each supplier.

All profiled suppliers participated in a survey designed to provide insight into product and price trends, and challenges facing the industry. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

CONTENTS

INDUSTRY OVERVIEW	7
Supplier summary	
Major customers	
Production & exports	
Main production centers	
Supplier demographics	
Car A/V products	11
Car GPS	15
Car PCs	16
Car security & safety	17
Car electronic accessories	19
Supplier survey	20
Export prices, price increase, export sales, target markets, capital expenditure, challenges, export capability, R&D focus	
SUPPLIER PROFILES	23
Supplier locations	
Industry composition	
Exporter ranking	
Supplier matrix	
Production checklist	
Supplier profiles	
PRODUCT GALLERY	73
Top-selling export products	
ADDITIONAL SUPPLIERS	91
Key products, contact details	

Copyright 2009 Trade Media Limited. All rights reserved. Reproduction in whole or in part in any form or medium without the expressed, written permission of Trade Media Holdings Limited and Trade Media Limited is prohibited.

Published by Publishers Representatives Limited (on behalf of Trade Media Limited)
4th Floor, Century Yard, Cricket Square, Elgin Avenue, P.O. Box 32322 SMB, George Town, Grand Cayman, Cayman Islands

c/o 22/F Vita Tower, 29 Wong Chuk Hang Road, Aberdeen, Hong Kong

ISBN 978-988-18625-2-5

Disclaimer: Any recommendation contained in this report may not be suitable for all investors or businesses. Moreover, although the information contained in this report is obtained from sources believed to be reasonably reliable, the accuracy or completeness of such information cannot be guaranteed. The author and the publisher of this report (and the publisher's affiliates, agents, sales representatives and service contractors) do not make any representation or warranty whatsoever (whether express or implied) in relation to any of the contents of this report (including any information, opinion, recommendation or conclusion contained in this report) (collectively, "Contents"), whether as to the accuracy, completeness, quality, fitness, suitability or reliability of such Contents (or any portion thereof) or otherwise, and shall not be liable under any circumstances whatsoever for any error, omission, defect or deficiency in, or for any use of or reliance on, such Contents (or any portion thereof).

All product images are provided by the companies interviewed and are for reference purposes only. Those product images featuring products with trademarks, brand names or logos are not intended for sale. Products that are not the specific topics of editorial articles are shown for illustrative and/or demonstrative purposes only. We, our affiliates, and our affiliates' respective directors, officers, employees, representatives, agents or contractors, do not accept and will not have any responsibility or liability for product images (or any part thereof) which infringe on any intellectual property or other rights of a third party.

INDUSTRY OVERVIEW

China's car electronics industry has seen consistent growth over the past half decade. Comprising the bulk of output, entertainment products posted annual growth rates exceeding 10 percent in both volume and revenue.

Also a growing segment, mobile GPS products from China now account for a chunk of global output. Of the approximately 30.7 million units produced last year, 12.3 million were from the country.

China's share of the world's portable GPS shipments, including in-car systems, grew by an estimated 40 percent in 2008, according to BergInsight.

For car security and safety electronics, many suppliers do not expect revenue to surpass 2008 levels, but are confident the 15 to 50 percent YoY decrease in 1H09 will not be repeated in the last few months of the year.

Suppliers admit the weakened global economy has dented exports, but many remain confident that the line will weather the slowdown and will even post higher growth than other consumer electronics segments.

The generally rosy outlook is due in part to the strong performance

of China's car electronics industry, which has been expanding faster than the global automotive semiconductor industry. The former has been registering more than 10 percent growth annually during the past three to four years, as opposed to the 5 to 10 percent by the worldwide market over the past three years, based on data from Strategy Analytics.

Solid OEM business, particularly in car A/V electronics, is keeping the line stable. This is because the majority of new vehicles are preinstalled with these products. The rest of the output and other car product segments thrive on aftermarket sales.

Addressing challenges

Car electronics makers are facing an assortment of difficulties caused primarily by the global economic slowdown, of which the biggest ramification is a sharp decline in exports.

Slow business in North America and the EU has prompted makers to turn to emerging markets in South America, Russia, the Middle East and Southeast Asia, where export volumes

Supplier summary

Suppliers surveyed	20
Export sales	\$265.9mn
Export ratio	78%
OEM business	56%
Capacity utilized	68%
Annual R&D spending	\$31.8mn
Full-time employees	14,723

Data: All surveyed suppliers

have steadily grown in recent years.

The developing economies of these regions have spurred a boom in the local automotive industry, consequently opening growth opportunities. This is particularly true for entry-level and midrange car electronics, which are the mainstream from China.

Many manufacturers are now also looking to venture into the domestic market, where automotive sales have been soaring. Suppliers with OBM capability are shifting targets to retail channels and the replacement parts segment.

Another major consequence brought about by extensive cost cutting is stunted or restricted product development. Suppliers that have limited R&D resources focus

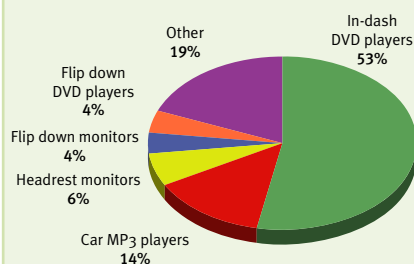
Global Sources online metrics

Car A/V products

Online metrics are taken from buyer and supplier activity in the featured product group on www.globalsources.com in the month preceding publication of this update.

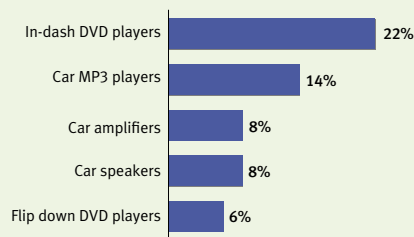
- **Buyer requests** track total inquiries from our worldwide community of more than 800,000 buyers.
- **Product profiles** represent the total number of unique products available from suppliers in our online catalogs.
- **New product postings** indicate the number of new product profiles added by suppliers during the period.

Top buyer requests

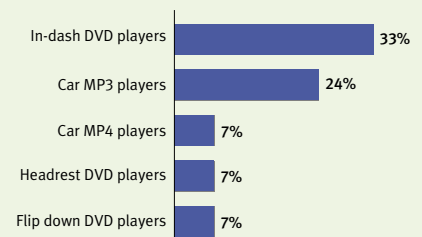


Percent of all online activity for this product group

Top product profiles



Top new product postings



Best Wisdom Industrial Ltd

With annual export sales totaling \$7.5 million, ISO-compliant Best Wisdom ships 960,000 units of car electronics each month. Total sales in the line reached \$8 million last year.

OEM orders make up 70 percent of export shipments, with the balance comprising ODM at 20 percent and OBM 10 percent. North America, Europe, the Asia-Pacific region and the Middle East are the overseas destinations.

The supplier plans to further boost exports to North America. Overseas sales are projected to increase

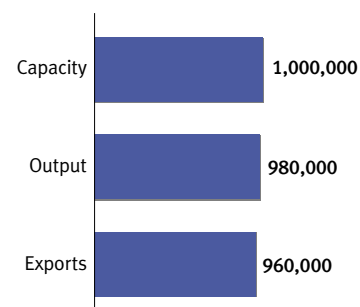
between 10 and 20 percent in the next 12 months.

Best Wisdom is holding capital expenditure at current levels. Its overall sales amounted to \$18 million last year, with car electronics accounting for 44 percent.

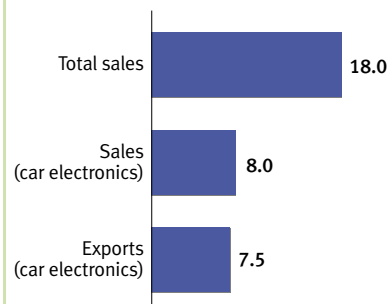
The company employs 545 workers and can manufacture up to 1 million car electronics per month. A 30-member team conducts QC inspection and testing. The R&D team consists of 20 personnel. Best Wisdom invests \$200,000 in product development annually.

Profile

Production units/mth



Sales \$mn/yr



Contact details

Business contact

MAI Amai

Phone

(86-755) 8398-7874

Fax

(86-755) 8398-7875

E-mail

postmaster@bestwisdom.com

bestwisdom@globalsources.com

URL

www.bestwisdom.com

www.globalsources.com/

bestwisdom.co

Address

Room 529, 5F, Unit West Hualianfa Building, 2006 Huaqiang North Road, Shenzhen, Guangdong, China

Company facts

Year established	2003
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Shenzhen (Guangdong)
Number of factories	1
Factory location(s)	Shenzhen (Guangdong)
Total factory area	6,000sqm
No. of full-time employees	545
No. of R&D/design staff	20
No. of QC staff	30
Annual sales (all products)	\$18.0mn
Annual R&D spending	\$200,000
ISO certification	Yes

Sales & output: Car electronics

Annual sales	\$8.0mn
Share of total sales	44%
Annual export sales	\$7.5mn
Total monthly capacity	1,000,000 units
Average monthly output	980,000 units
Capacity utilized	98%
Average monthly exports	960,000 units
Export ratio	98%
OEM % of exports	70%
ODM % of exports	20%
OBM % of exports	10%
Other products made	Digital photo frames, mobile phone chargers and batteries, joypads, LCD films, keyboard protectors

Capability

In-house processes

RoHS line	Yes
ISO/TS 16949	No
Mold making	Yes
Plastic injection	Yes
Housing design	Yes
PCB making/design/ subassembly	Yes

Exports by product

Car audio systems	—
Car FM transmitters	—
Car monitors	—
Car multimedia/DVD players	—
Bluetooth car kits	—
In-car chargers	100%
Car GPS	—
Car PCs	—

Exports by market

North America	50%
European Union	20%
Europe (non-EU)	8%
Asia-Pacific	20%
Middle East	1%
Other	1%

Survey

- **Export prices**
Increased
- **Export price increase**
More than 15%
- **Export sales**
Increase 10-20%
- **Target market**
North America
- **Capital expenditure**
No increase
- **Major challenge**
Stricter overseas standards
- **Export capability**
Improve operating efficiency
- **R&D focus**
Form factor/aesthetics

Popular export models



In-car chargers

Model	BW-C007
MOQ	500 units
Packaging	Gift box
Delivery	3 days
Price	•

Description: In-car charger; 12/24V input, 5V output; 0.35 to 2A output current



In-car chargers

Model	BW-T035
MOQ	500 units
Packaging	Gift box
Delivery	3 days
Price	•

Description: In-car charger; 100 to 240VAC, 50 to 60Hz; 12/24V input, 5V output; 500mA



In-car chargers

Model	BW-C032
MOQ	500 units
Packaging	Gift box
Delivery	3 days
Price	•

Description: In-car charger; 12/24V input, 5V output; 0.35 to 1A output current

• Information not disclosed

PRODUCT GALLERY

Car audio systems



Jiaxing Jinlida
(profile page 42)
Model: FLAT 12
MOQ: 100 units
Packaging: Carton, gift pack
Delivery: 30 days
Price: •
Description: Car subwoofer; 200W rms; flat housing, 12mm thin; 12in, 6kg; honeycomb cone



Jiaxing Jinlida
(profile page 42)
Model: BT12BP
MOQ: 100 units
Packaging: Carton, gift pack
Delivery: 30 days
Price: •
Description: Subwoofer box; 600W rms; 12in, 25kg; with LED inside



Jiaxing Jinlida
(profile page 42)
Model: CBT212
MOQ: 100 units
Packaging: Carton, gift pack
Delivery: 30 days
Price: •
Description: Subwoofer box; 800W rms; diamond-cut basket design; 2x12in, 35kg; internal LED light



Jiaxing Jinlida
(profile page 42)
Model: XTL12
MOQ: 100 units
Packaging: Carton, gift pack
Delivery: 30 days
Price: •
Description: Subwoofer box; 600W rms; diamond-cut basket design; 12in, 15kg



Jiaxing Jinlida
(profile page 42)
Model: JLD12
MOQ: 100 units
Packaging: Carton, gift pack
Delivery: 30 days
Price: •
Description: Subwoofer box; 800W rms; diamond-cut basket design; 12in, 15kg



Jiaxing Jinlida
(profile page 42)
Model: SPL 12
MOQ: 100 units
Packaging: Carton, gift pack
Delivery: 30 days
Price: •
Description: Car subwoofer; 2,000W rms; green-painted housing; 12in, 25kg

• Information not disclosed

Yes! I'd like to order the full version of the following China Sourcing Reports

For faster service, order online at www.ChinaSourcingReports.com/pdfts

A Please send me

	Report Title:	US\$
1)		
2)		
3)		
4)		
5)		

Total amount US\$

B Please send my reports by

- E-mail (PDF format) Air courier (printed copy)

C My contact details

Mr Mrs Ms _____
Family Name Given Name

Job Title _____

Company Name _____

Address _____

City _____ State/Province _____

Country _____ Postal/Zip Code _____

E-mail _____

Tel _____ Fax _____

Mobile/Cell Phone _____

For faster service, order online at www.ChinaSourcingReports.com/pdfts

For other inquiries

E-mail: service@globalsources.com
 Telephone Hotline: (65) 6547-2800

D My payment method

- US\$ check/bank draft payable to **GLOBAL SOURCES**, drawn on a US bank located in the USA

- Please debit my credit card



Amount (US\$) _____

Card No. _____

Expiry Date _____

Signature _____ Date _____

E Return this form by

Fax North and South America (1-480) 951-4197
 Europe, Africa and Middle East (31-20) 682-7949
 Asia Pacific (65) 6547-2888

Mail Global Sources, c/o Media Data Systems Pte Ltd
 Raffles City PO Box 0199, Singapore 911707

Thank you for your order.