Vehicle Security & Accessories

Essential sourcing intelligence for buyers

China manufacturer profiles
Detailed profiles of 18 suppliers with verified manufacturing and export credentials

Product & price trends
Prices and specifications of 83 top-selling export products

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

November 2009  US$395

Vehicle security & accessories supply centers

www.ChinaSourcingReports.com
VEHICLE SECURITY & ACCESSORIES
Supplier capability in China

EXECUTIVE SUMMARY
China suppliers of vehicle security and accessories are looking forward to a rebound in exports as the economic recovery of major markets becomes more solid. Many are taking the coming months as a chance to boost key competencies in preparation for greater uptake.

This optimistic projection follows months of exports plunging at double-digit levels. Between January and August 2009, customs statistics show total shipments of vehicle alarms and door locking systems, audio and visual signaling equipment, seats and exterior accessories such as bumpers, fenders, bonnets and kits plummeting 37 percent year on year. Revenue sank at a nearly similar rate to $1.5 billion.

In the next 12 months, suppliers will continue to solidify their foothold in the EU and North America, which currently account for more than half of export revenue. A number of businesses will also explore market opportunities in the emerging economies of the Asia-Pacific region, Eastern Europe, South and Central America, Africa and the Middle East.

The following are some of the key trends we see as suppliers nurture growing demand in these areas:

• Many companies will keep prices stable in the months ahead. For several enterprises, quotes have not changed since the end of 2008, when they implemented reductions of about 5 percent to stimulate demand.
• With the cost of plastic and other manufacturing inputs again on the rise, most suppliers are shifting their sales mix toward higher-value lines to minimize the effect of additional expenses on price and profitability.
• In line with the move upmarket, more attention and resources will be allocated for R&D. Besides exploring new materials, finishes and technologies, several suppliers will actively engage in market research.
• Upcoming releases will highlight converging technologies, particularly in the electronics segment. As part of efforts to differentiate and raise product value, multiple functions will be integrated in designs.
• Releases will remain primarily designed for the aftermarket. With the industry’s continued focus on the sector, ease of installation and operability will also be a major consideration in R&D.

This report covers the major lines of China’s vehicle security and accessories industry, namely electronic security and safety systems, interior and exterior add-ons, and garage and tire repair equipment.

The categories are discussed in separate sections. For each line, details about the different types offered, their typical features and price determinants are provided.

The latest trends in design and materials are discussed as well. Information on the supplier base and key sourcing centers can also be found.

The Industry Overview illustrates the effects of the global economic downturn on exports. It also identifies the common strategies makers are employing to strengthen their position in the upscale aftermarket segment. To reflect the industry structure, over three-fourths of the suppliers featured in this report are local, privately owned enterprises. The rest consists of Hong Kong- and foreign-invested businesses.

Half of the companies are based in Guangdong, which tops the list of exporting provinces. The area is particularly strong in security and safety systems, accounting for more than 50 and 25 percent of China’s revenue from overseas shipments.

Zhejiang’s local industry is also highlighted. The province is among the top five exporters of alarms and locks, signaling equipment, seats and exterior accessories.

In this report
• 18 in-depth company profiles
• 83 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, 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.

www.ChinaSourcingReports.com
Vehicle Security & Accessories

CONTENTS

INDUSTRY OVERVIEW .................................................................................................................................................... 7
Supplier summary
Production & exports
Main production centers
Supplier demographics

Vehicle security ............................................................................................................................................................ 10
Vehicle safety ............................................................................................................................................................. 13
Car accessories ............................................................................................................................................................. 17
Garage & tire repair equipment .................................................................................................................................... 21

Supplier survey ............................................................................................................................................................. 23
Export prices, export sales, target markets, capital expenditure, challenges, capability, R&D focus

SUPPLIER PROFILES .................................................................................................................................................... 27
Supplier locations
Industry composition
Exporter ranking
Supplier matrix
Production checklist
Supplier profiles

PRODUCT GALLERY ....................................................................................................................................................... 73
Top-selling export products

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.
China’s vehicle and accessories industry is preparing for greater uptake once global economic recovery becomes more stable. After being hit hard by the financial crisis, suppliers are taking the next few months as an opportunity to enhance competencies that will enable them to achieve sustained profitability and growth.

In the earlier months of 2009, most companies saw exports plunge at double-digit rates. Shipments to North America and the EU, in particular, declined 20 to 40 percent. Customs statistics for the first eight months of the year show total shipments of car alarms, locking systems, navigation aids, parking sensors, seats, bumpers and other key categories down 37 percent year on year. Revenue also slid over 35 percent to $1.5 billion.

Vehicle seats experienced the largest drop, with shipments reduced to 1.2 million pieces, a third of what they were during the same period in 2008. Despite a 33 percent increase in per-unit value, sales fell 55 percent to $40 million.

For providers of exterior add-ons such as body kits, bumpers and fenders, export volume plummeted nearly 50 percent to 114.3 million kilograms. Revenue slid 36 percent to $572 million, aided by the 25 percent surge in average unit value.

Certain vehicle security and safety accessories, which have higher technological content and value, fared relatively better. Shipments of car alarms, for instance, declined only 17 percent to 3.8 million units. With the 24 percent increase in average price, aggregate sales actually went up 3 percent to $71.2 million.

Exports of safety accessories such as GPS devices and parking sensors remained on a growth track, albeit at slower rate. The number of products sent overseas reached 71.5 million units, an increase of only 2 percent, which is 25 percentage points lower compared with the same period in 2008. Revenue fell nearly 40 percent to about $600 million, as per-unit value slid 40 percent.

For 2010, the industry’s outlook is positive, with most suppliers expecting global trade to expand once again. Many companies are anticipating rebounds in North America and EU orders, which together account for 50 to 60 percent of export revenue.

A number of enterprises are also predicting stronger demand from the Asia-Pacific region, the Middle East, South and Central America, and Africa. In fact, among the manufacturers featured in this report, 30 percent will be focusing on these areas.

Upmarket shift gains strength

Aiming for greater competitiveness, suppliers are shifting their sales mix toward higher-value lines to reduce their vulnerability to fluctuation in cost drivers. In doing so, companies hope to ease pressure on margins, allowing them to maintain current prices even if production expenses continue to rise.

For many businesses, quotes have remained unchanged since the end of 2008, when these were cut by about 5 percent to stimulate market interest. They are reluctant to raise prices for fear that this may dampen emerging demand. By having midrange and high-end designs account for a greater part of revenue, makers can maintain overall profitability, since margin losses in some lines may be offset by gains in others.

Large manufacturers have been particularly aggressive in pursuing the midrange and high-end segments. In the electronic security line, such enterprises are launching one series or five new products each year to catch up with foreign rivals. The designs are usually patented.

Similar efforts are seen among the sector’s midsize enterprises, although their product development cycles tend to be longer. Even small makers are joining the bandwagon, with several working to replicate the simpler features of high-end releases.

In line with the upmarket shift, makers are paying more attention to R&D. Besides exploring new materials, finishes and technologies, they are actively looking into the specific needs of clients across different locations. As a result, many can now provide units that are on a par with those from the US, South Korea and other hubs abroad.

Some enterprises are turning to universities and research institutes for technological support. Tie-ups with component providers are also popular. Additionally, among suppliers of tire and wheel changing equipment, a number are working with local automotive repair and maintenance stations for on-site testing of new products. Monitoring how units fare under actual workshop conditions makes it easier for suppliers to spot performance glitches. Further, these collaborations provide companies access to a shop’s extensive record of tire parameters.

All-in-one solutions

R&D work for the upscale segment is geared toward providing cost-efficient models. Suppliers are tapping various technologies to create systems capable of performing multiple functions.

This convergence is especially apparent in electronic security and safety devices. The latest releases come with detection, monitoring and...
Eternal Star Intl Industry Co. Ltd

Established in 2005, Eternal Star generated $5.8 million from sales of vehicle accessories last year. The company’s selection includes car safety devices, exterior and interior accessories, and repair equipment.

Revenue came primarily from exports to North America, the EU and the Middle East. Non-EU countries, the Asia-Pacific region, Africa, and Central and South America were also key markets.

OEM orders made up 80 percent of overseas shipments. The balance consisted of products under ODM agreements and those bearing the in-house ES brand.

Eternal Star allocates about $20,000 for R&D each year. It has a five-member product development team.

Manufacturing of vehicle accessories is carried out in three factories. Occupying a total area of 4,500sqm in Ningbo, Zhejiang province, the plants are equipped with mold-making facilities and machines for plastic injection, punching, cutting, sewing, surface treatment and assembly. Six personnel are in charge of QC.

Company facts

| Year established | 2005 |
| Business type    | Manufacturer |
| Company ownership| Mainland China-owned |
| Head office location | Ningbo (Zhejiang) |
| Number of factories | 3 |
| Factory location(s) | Ningbo (Zhejiang) |
| Total factory area | 4,500sqm |
| No. of full-time employees | 11 |
| No. of R&D/design staff | 5 |
| No. of QC staff | 6 |
| Annual sales (all products) | $5.8mn |
| Annual R&D spending | $20,000 |
| ISO certification | Pending |

Sales & output: Vehicle security & accessories

- Annual sales: $5.8mn
- Share of total sales: 83%
- Annual export sales: $5.8mn
- Total monthly capacity: 150,000 units
- Average monthly output: 100,000 units
- Capacity utilized: 67%
- Average monthly exports: 100,000 units
- Export ratio: 100%
- OEM % of exports: 80%
- ODM % of exports: 15%
- OBM % of exports: 5%
- Other products made: Solar bags, TV stands, electric cars and scooters

Export markets

- North America: 25%
- Middle East: 25%
- EU: 20%
- Asia-Pacific: 10%
- Africa, Central & South America: 10%
- Non-EU: 10%

Contact details

- Business contact: DONG Hope
- Phone: (86-574) 2886-9525
- Fax: (86-574) 2771-0018
- E-mail: sales@nbcarcare.com
- URL: www.nbcarcare.com
- www.globalsources.com/nbes.co
- Address: 3F Building 7, 568 East Simin Road, Ningbo, Zhejiang, China
### Vehicle Security & Accessories

#### SUPPLIER PROFILES

**Capability**

**Production checklist**
- Makes molds in-house: Yes
- In-house PCB making: No
- SMT machines: —
- CNC machines: 8
- Plastic-injection machines: 10
- Punching, casting & stamping machines: 20
- Cutting machines: 2
- Sewing machines: 30
- In-house surface treatment: Yes
- Assembly lines: 2

**Exports by product**
- Vehicle security: —
- Vehicle safety: 5%
- Car exterior accessories: 20%
- Car interior accessories: 30%
- Garage & tire repair equipment: 45%

**Exports by market**
- North America: 25%
- European Union: 20%
- Europe (non-EU): 10%
- Asia-Pacific: 10%
- Middle East: 25%
- Africa, Central & South America: 10%

**Survey**

- Export prices: Increased
- Export price increase: Less than 5%
- Export sales: Stay the same
- Target markets: Africa, Central & South America
- Capital expenditure: Increase up to 50%
- Major challenge: Design copying/piracy
- Export capability: Improve operating efficiency
- R&D focus: Value-added features/functions

### Popular export models

#### Garage & tire repair equipment

**Description:** Fire safety kit; EN 471-compliant safety vest, FFP2 mask, UL- and CE-compliant fire blanket, reflective triangle with E-Mark and 40-piece FDA-compliant first-aid set; in fire-resistant bag made of FMVSS 302-compliant fabric.

- **Model:** ER0504
- **MOQ:** 1,000 sets
- **Packaging:** Color card or buyer-specified
- **Delivery:** 25 days
- **Price:** 

#### Car interior accessory

**Description:** Seat cover; PU exterior; 2mm-thick sponge padding; fire-resistant and/or environment-friendly material available; color specifications accepted.

- **Model:** SC7002
- **MOQ:** 2,000 sets
- **Packaging:** PP bag, carton
- **Delivery:** 30 days
- **Price:** 

#### Garage & tire repair equipment

**Description:** Car emergency kit; safety vest, blanket, screwdriver, jumper cable, flashlight, electrical tape, gloves, luggage cord, towing rope, cable ties and FDA-compliant first-aid set; in carry bag; CE.

- **Model:** ER0003
- **MOQ:** 2,000 sets
- **Packaging:** Color card or buyer-specified
- **Delivery:** 20 days
- **Price:** 

**Information not disclosed**
PRODUCT GALLERY

Vehicle Security & Accessories

Fuzhou Minpn
(profile page 36)
Model: MP-816
MOQ: 100 sets
Packaging: Color box
Delivery: 7 days
Price: $39.30
Description: Alarm and passive keyless entry system, auto disarming and rearming; remote-controlled trunk release; memory automatically restores data after power interruption; CCC

LFF
(profile page 42)
Model: M101
MOQ: 200 sets
Packaging: Color box
Delivery: 15 days
Price: •
Description: Immobilizer; 2.4GHz operating frequency; ASK or FSK modulation; built-in sensor in accelerometer with 3 to 5m transmission range; automatic engine shut off 30 seconds after driver leaves; resume via alarm function; 12±3V

LFF
(profile page 42)
Model: MA2
MOQ: 200 sets
Packaging: Color box
Delivery: 15 days
Price: •
Description: One-way car alarm; 433.92MHz operating frequency; ASK or FSK modulation; external vibration or microwave sensor; 80 to 100m effective range; auto arming/disarming, car locator; valet mode; 12VDC

LFF
(profile page 42)
Model: LC619C
MOQ: 100 sets
Packaging: Color box
Delivery: 15 days
Price: •
Description: Two-way GSM car alarm; 800/900/1800/1900MHz operating frequency; 80 to 1000m effective range; ASK or FSK modulation; external vibration or microwave sensor; doubles as mobile phone with built-in SIM card slot; automatically dials listed emergency phone number on alarm

LFF
(profile page 42)
Model: F10
MOQ: 200 sets
Packaging: Color box
Delivery: 15 days
Price: •
Description: Two-way car alarm; 433.92MHz operating frequency; ASK or FSK modulation; external vibration or microwave sensor; anti-theft mode enabled via pager; protection mode can be enabled when engine is running

*Information not disclosed
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

<table>
<thead>
<tr>
<th>Report Title:</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
<td></td>
</tr>
<tr>
<td>2)</td>
<td></td>
</tr>
<tr>
<td>3)</td>
<td></td>
</tr>
<tr>
<td>4)</td>
<td></td>
</tr>
<tr>
<td>5)</td>
<td></td>
</tr>
</tbody>
</table>

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 _____________________

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
  a ❑
  b ❑
  c ❑
  d ❑

Amount (US$) _________________________
Card No. _____________________________
Expire 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.