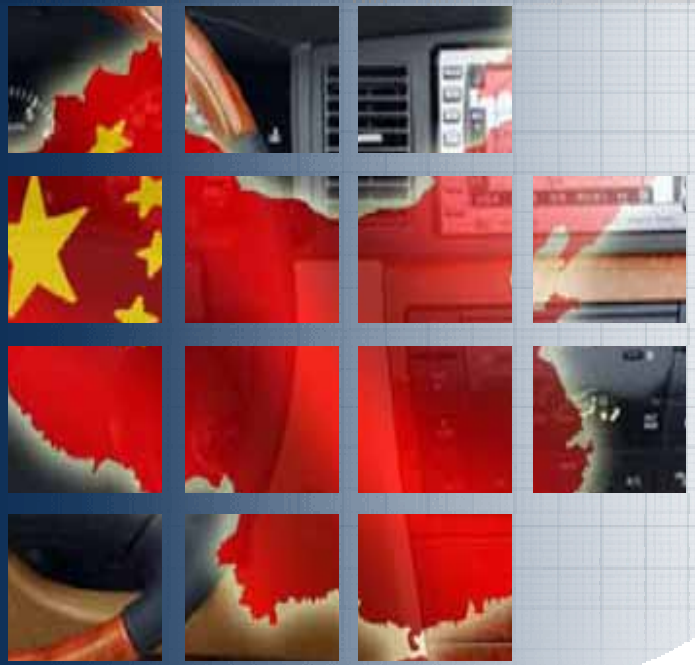


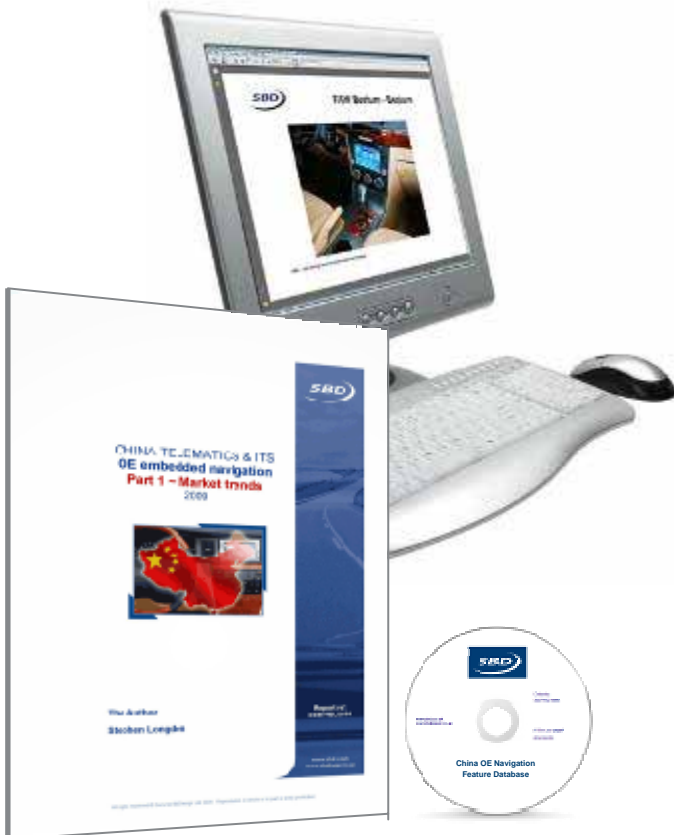
The ultimate research package OE navigation in China



Is navigation in China heading in the right direction?

The demand for OE embedded navigation in China is increasing rapidly, presenting an 'as yet untapped' revenue stream for all stakeholders. However, success requires careful planning and a thorough knowledge of not only the market trends, but also the opportunity for bespoke partnerships and specific consideration for HMI and mapping design.

In this research package for China, SBD provide a complete solution with combined analysis of the market trends, a feature database and an exclusive photo library.



'China OE embedded navigation - market trends, feature database and photo library'

This research will help you to:

- Save time and money with access to SBD's extensive research on OE Navigation systems
- Benchmark your offering against your competitors
- Understand the demands of the Chinese consumer
- Choose the right partner for mapping and system supply

For additional information, please contact Juanita Appleby by e-mailing jappleby@sbd.co.uk or telephone Juanita on +44 (0)1908 305101.

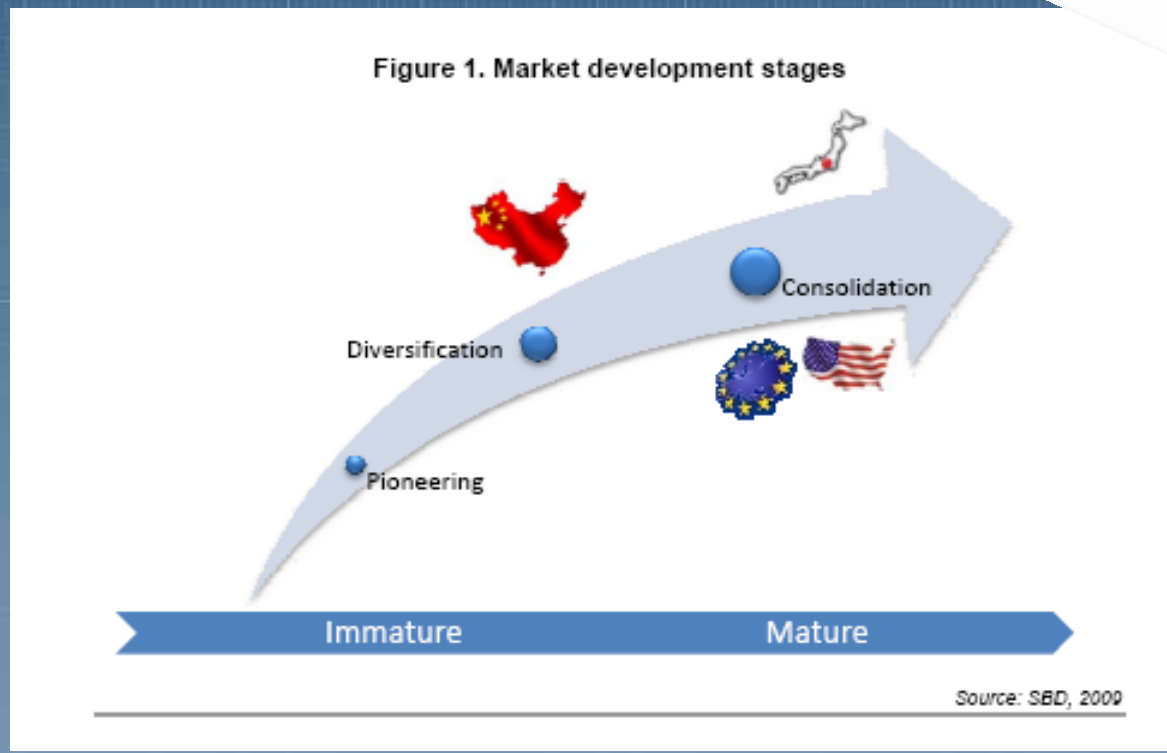
»» No longer a niche luxury but a mainstream demand...

Over the past five years, the growth in China's car ownership has been rapid. At its peak in 2007, annual growth in car sales reached 20%. The recent economic slow-down reduced growth in 2008 to 7%, but this still keeps China in its position as the most vibrant market for private cars.

OE navigation is no longer restricted to foreign vehicle manufacturers and their joint ventures but to independent Chinese carmakers as well...

The growth in vehicle sales has been accompanied by increasing consumer interest in OE embedded navigation systems. Three years ago, embedded navigation was restricted to luxury imported vehicles and sales were very low. In 2008, the market for OE embedded navigation has evolved to include mid-range vehicles manufactured in China, in addition to the imported cars. The fitment rate is gradually increasing in parallel to this growing availability of systems offered in mid-range vehicle and looks to reach approximately 10% by 2010.

And as Chinese consumers gain more experience of OE navigation systems, there follows demand for more sophisticated features like traffic information, map updates and improved Human-Machine Interfaces (HMI).



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Feature database and system photo library

Along with the report on market trends, you will also receive a excel matrix of Chinese OE embedded navigation and a presentation of system photos perfect for instant benchmarking and research activities.

Feature database fields:

- Brand
- Vehicle manufacturer
- Model
- Market segment
- Photograph
- System supplier
- Map supplier
- Map storage medium
- HMI
- Connectivity
- Traffic information
- Map updates

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SBD are committed to providing you with a comprehensive combination of strategic analysis and raw data. Our ethos is to enable growth through knowledge by:

- Helping you grow your business by giving you the reassurance of knowing which technologies you should develop
- Helping you reduce your costs by saving you both planning and implementation time

...about the report author



Stephen achieved an MSc in Transport Planning and Management at the University of Westminster, before becoming the editor of *The Intelligent Highway* magazine. At SBD, Stephen specialises in research and analysis into automotive telematics and navigation. He has investigated a variety of ITS applications and is widely regarded as an expert on emerging markets such as China and emerging initiatives such as eCall.

Feedback Form

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This report is available in unrestricted electronic
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- Government policy

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