

## Why is China crying out for telematics?



### Poised and ready for adoption

Telematics services across China are ready for adoption. A combination of customer demand, increasing technology infrastructure and government support has laid the foundations for substantial opportunity.

### How ready are you?

Latest research from SBD analyses the key factors that influence the development of the Telematics landscape in China, providing vital information for key stakeholders to develop successful solutions.



### 'The key market drivers for telematics in China'

#### This research will help you to:

- Learn why vehicle manufacturers are launching services
- Recognise gaps in the market
- Strategically plan for market expansion into China
- Identify partners to help grow your business

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## »» Enabling you to succeed in China...

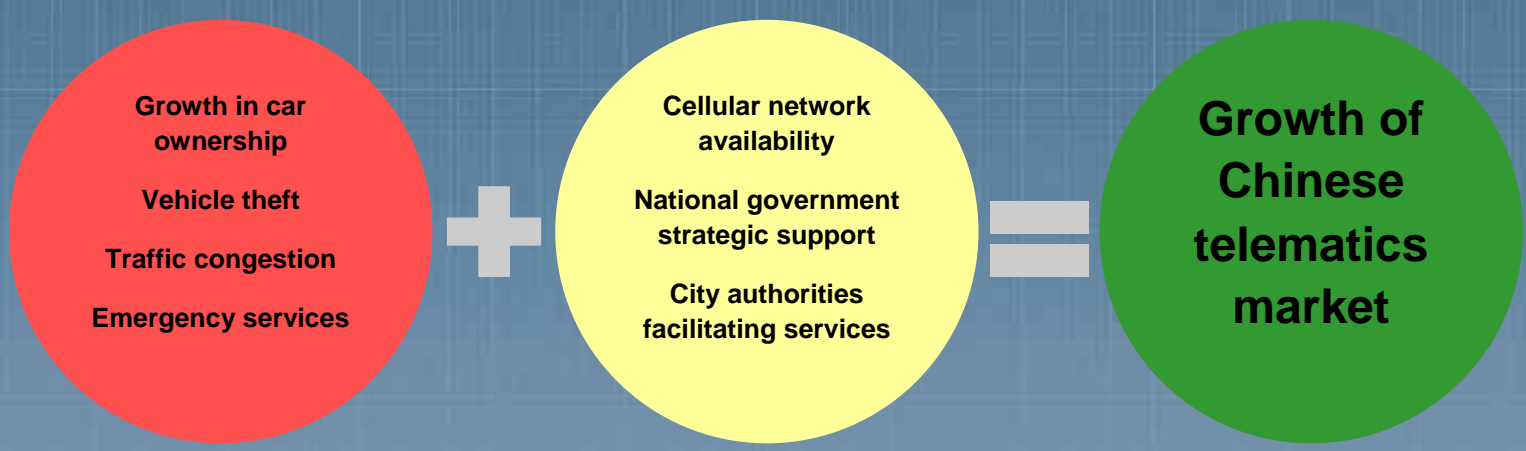
This report provides an analysis of the key market drivers for in-car telematics services in China. It assesses the important factors that are encouraging vehicle manufacturers to offer OE telematics.

These include:

- **Car ownership** is growing.
- Statistical analysis of **vehicle theft** and the impact of insurance companies promoting security features. Most importantly, the psychological fear of Chinese consumers of vehicle theft.
- The success of **local aftermarket suppliers** shows a consumer need and market awareness of what telematics services can supply.
- The confusion and segregation of **public emergency services** presents an opportunity to fill the market gap.
- Due to increased car ownership, **traffic congestion** is a major problem for Chinese drivers.
- Technical issues are still being faced with **cellular coverage** but technology is being deployed and facilitates a good platform for telematics services.
- Key **government** ministries in China are supportive of telematics as they recognise the benefits for traffic and safety, but also its revenue generating advantages.



The factors that are producing a consumer pull for telematics include traffic congestion, fear of vehicle theft and demand for reliable emergency assistance services. The technology factors that are providing a push for telematics include the widespread availability of competing cellular networks and government support for the deployment of in-car services (see below).



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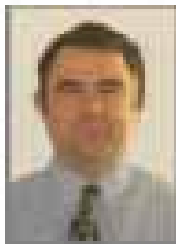
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- Helping you grow your business by giving you the reassurance of knowing which technologies you should develop
- Helping you reduce your costs by saving you both planning and implementation time

## ...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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