

Car Electronics

Essential sourcing intelligence

August 2012

US\$495

China supplier profiles

Detailed profiles of 62 companies with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 159 top-selling products

Industry trends

Coverage of current issues, plus insight into products, pricing, R&D and supply centers



Supplier capability in China

CAR ELECTRONICS

Car electronics suppliers in China are bracing for several challenges to stay on a growth track in the months ahead.

Overseas, companies have to contend with demand from the EU and North America remaining weak, although gradually recovering. A number see shipments to the two areas increasing less than 5 percent.

With opportunities in the two major markets constrained by economic uncertainties, many enterprises are looking at alternative destinations to keep revenue on the upswing. South and Central America, the Middle East and Africa are among the targets.

In the endeavor to expand their customer base, maintaining competitive prices without compromising profitability is a key concern. Higher outlay and the appreciation of the yuan are putting pressure on margins, forcing companies to raise quotes and risk their main advantage.

Key findings

1. Suppliers are shifting their sales mix toward higher-value lines to ease pressure on margins. To support this strategy, many enterprises are boosting allocation for product development, putting aside as much as 30 percent of profits to keep selections up-to-date with the latest technologies.
2. In several categories, R&D efforts are geared toward increasing functionality. A host of infotainment, security and safety solutions are being combined in one system for greater user convenience.
3. Various cost-control measures are also being put in place to keep price adjustments to a minimum. Among these are the automation of more processes and the adoption of the yuan in trade settlement.
4. For an added edge, several manufacturers are boosting market recognition of their products and in-house brands via trade shows. Some are doing so by advertising in different media.
5. A number of enterprises are encouraging purchases by having MOQ as small as 100 units. Shorter lead times and product warranties are also being offered.
6. Export projections for the coming months are generally optimistic. Many companies are anticipating growth of more than 10 percent in overseas revenue.
7. North America and the EU are projected to remain key export destinations. Despite the economic crunch, the market for car electronics in the two areas is still large.

Scope & methodology

This report covers the major products of China's car electronics industry, namely audio, video and DVD players, monitors, security and safety systems, and electronic accessories. For each category, details about the different types offered, their common features and price determinants are provided. The latest trends are discussed as well.

The Industry Overview elaborates on issues affecting production and exports. It also identifies the common strategies manufacturers are employing to boost sales and enhance overall competitiveness.

To reflect the industry structure, the majority of the suppliers featured in this report are local, privately owned enterprises. Nearly 70 percent of the interviewed companies are based in Guangdong province, which is the primary source of car electronics in China.

To produce this report, Global Sources interviewed 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 are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a survey designed to provide insight into

price trends, sales outlook and target markets in the next six to 12 months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

Global Sources supplier rankings

★★★★★

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

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Car monitors			
TV mounts			

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Industry Overview

China's car electronics industry is expected to remain on a growth track this year, fueled by the gradual recovery of the global automotive market. At many companies, revenue is anticipated to climb more than 10 percent.

Makers, however, need to overcome several challenges to ensure continued gains. For one, price competition has intensified as demand from North America and the EU is still weak due to economic uncertainties. Many companies see shipments to these two areas increasing less than 5 percent, in contrast to the double-digit surge in 2011.

To keep revenue on the upswing, suppliers are increasing exports to South and Central America, Africa and Asia. A number intend to expand their share of the domestic market as well.

Constraining the strategy and dimming sales forecasts is the surge in production outlay, which threatens the industry's price advantage.

Labor-related expenses, in particular, have risen 10 to 20 percent amid the implementation of higher minimum wages in several manufacturing hubs. Companies located in coastal provinces are also offering better salaries and benefits to retain and attract personnel amid the labor shortage.

The appreciation of the yuan is compounding cost concerns. The currency's nearly 8 percent gain versus the US dollar since June 2010 has cut into margins, pushing makers to raise quotes or risk profitability.

Faced with these issues, China suppliers of car electronics are streamlining processes and putting various cost-cutting measures in place to ease pressure on margins. Automation is becoming more widespread, even in small and midsize plants.

To minimize exchange risk, some companies are negotiating with clients to settle in yuan instead of the US dollar.

Many enterprises are also adjusting

Main production center

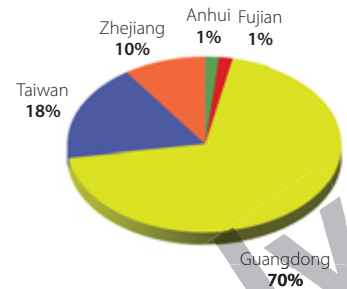


Guangdong

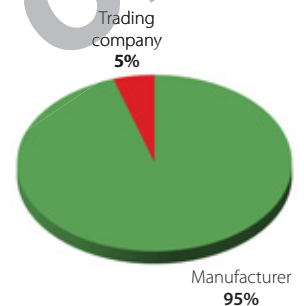
Home to more than 700 suppliers, Guangdong province is the primary source of car electronics in China. Makers congregate in Shenzhen, Zhongshan, Dongguan, Foshan, Guangzhou and Huizhou. Local manufacturers benefit from the presence of strong support industries and a vehicle manufacturing sector that serves as a ready market.

Industry composition

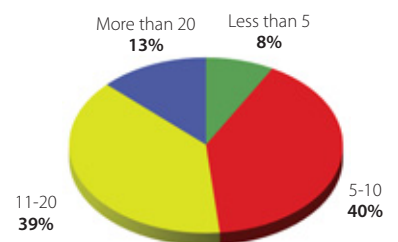
By location



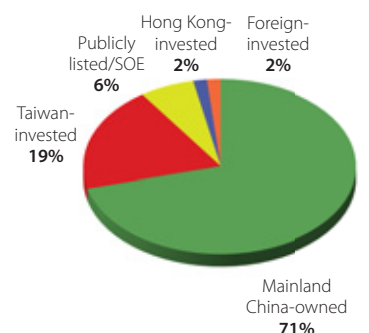
Business type



Years established



Company ownership



Data: All surveyed suppliers

SUPPLIER MATRIX

Company	Location	Years established	Total sales \$mn/yr	Export sales \$mn/yr	R&D spending \$mn/yr	No. of full-time staff	Capacity units/mth	Average output units/mth	Average exports units/mth
Advanced	Taiwan	6	15.0	14.5	1.50	450	80,000	65,000	60,000
	Guangdong	5	0.2	0.2	0.05	360	15,000	12,500	12,500
	Taiwan	19	11.0	7.1	3.00	33	35,000	33,000	23,000
	Taiwan	3	7.0	7.0	1.4	26	200,000	50,000	50,000
	Guangdong	32		2.2		200			18,000
	Taiwan	13	3.8	3.0	0.45	350	500,000	350,000	280,000
	Taiwan	24	2.8	2.0	0.70	50	600,000	500,000	350,000
	Guangdong	14	300.0	110.0	4.00	5,000	300,000	100,000	30,000
	Taiwan	7	21.6	17.3	1.08	150	20,000	20,000	16,000
	Taiwan	30	9.6	9.6	2.40	50	50,000	50,000	50,000
	Guangdong	3	1.0	0.5	0.10	150	200,000	140,000	70,000
	Taiwan	21	10.0	6.0	1.45	280	5,000	5,000	3,000
	Guangdong	13	5.0	5.0	0.48	190	7,500	5,500	5,500
	Guangdong	9	20.0	10.0	0.10	200	90,000	85,000	40,000
	Guangdong	10	15.0	8.0	1.60	800	150,000	80,000	40,000
	Guangdong	19	36.0	20.0	3.00	600	200,000	150,000	82,000
	Taiwan	22	2.0	1.9	0.22	35	50,000	30,000	28,500
	Anhui	9	19.0	1.0	1.70	250	100,000	60,000	3,000
	Guangdong	11	5.0	5.0	0.20	250	250,000	200,000	200,000
	Guangdong	6	30.0	3.0	0.15	270	30,000	20,000	2,000
	Guangdong	9	5.3	5.3	1.00	370	200,000	112,036	112,036
	Guangdong	17	50.0	20.0	5.00	700	100,000	50,000	20,000
	Taiwan	20	8.3	8.3	0.50	250	800,000	500,000	500,000
	Guangdong	7	15.8	9.5	0.16	580	600,000	500,000	270,000
	Zhejiang	22	12.0	2.4	2.00	800	22,000	20,000	5,000
	Guangdong	19	13.5	13.5	2.03	230	70,000	60,000	60,000
	Guangdong	7	5.0	4.0	0.20	40	80,000	50,000	40,000
	Guangdong	9	6.3	5.1	0.22	175	100,000	56,200	45,000
	Guangdong	7	30.0	15.0	0.50	200	1,500,000	1,000,000	100,000
	Guangdong	3	20.0	12.0	3.00	70	45,000	40,000	24,000
	Guangdong	13	10.0	10.0	0.50	200	120,000	50,000	50,000

Advanced Vehicle Electronic Technology Co. Ltd



Shipping an average of 60,000 units monthly, Advanced generated \$14.5 million from exports of car electronics in 2011. This constituted 97 percent of the company's total revenue.

The Asia-Pacific region was the top destination, absorbing 60 percent of overseas deliveries. The Americas accounted for 23 percent, while Europe took in 15 percent.

Taiwan-based Advanced has manufacturing facilities in Kaohsiung and Changhua. The plants can turn out 80,000 car electronic security systems, safety devices and accessories each month.

The company has 450 full-time employees. The workforce includes an R&D department, which received an allocation of \$1.5 million last year.



Model: AVE-T100OEL
 MOQ: 1,000 units
 Description: TPMS; TFT-LCD screen

Company facts

Year established	2006
Business type	Manufacturer
Company ownership	Taiwan-invested
Head office location	Taiwan
Factory location(s)	Taiwan
No. of full-time employees	450
Annual sales (all products)	\$15.0mn
Annual R&D spending	\$1.5mn

Sales & output: Car electronics

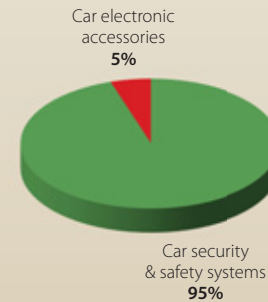
Annual sales	\$15.0mn
Share of total sales	100%
Annual export sales	\$14.5mn
Total monthly capacity	80,000 units
Average monthly output	65,000 units
Capacity utilized	81%
Average monthly exports	60,000 units
Export ratio	92%

Contact details

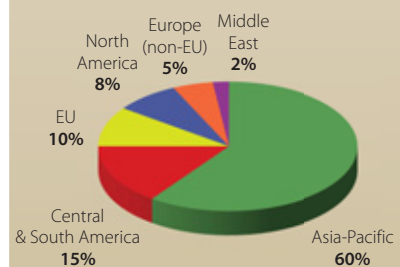
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Fax	(886-7) 331-1351
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URL	www.avetechnology.com www.globalsources.com/avetech.co
Address	23F-1, 29 Haibian Road, Lingya, Kaohsiung, Taiwan

See more popular export models in the [Product Gallery](#).

Exports by product



Exports by market



PRODUCT GALLERY

Car audio



Senken

(profile page 54)

Model: YD-100

MOQ: 1 unit

Description: Speaker; 100W; 12/24VDC; 200 to 5,000Hz sound frequency; 8ohm impedance



Shenzhen Actiway

(profile page 55)

Model: ATM-4120A.D

MOQ: 500 units

Description: Amplifier; class D; two or four channels; LED indicators; die-cast terminals; gold- or nickel-plated RCA jacks; short-circuit, thermal, overload and DC offset protection; 4x60W at 4ohm



Shenzhen Actiway

(profile page 55)

Model: WSX-M2000.DT

MOQ: 500 units

Description: Amplifier; class D; LED indicators; die-cast terminals; gold- or nickel-plated RCA jacks; short-circuit, thermal, overload and DC offset protection; 1x2,000W at 1ohm



Shenzhen Actiway

(profile page 55)

Model: WSY-2200.D

MOQ: 500 units

Description: Stackable amplifier; class D; LED indicators; die-cast terminals; short circuit, thermal, overload and DC offset protection; 4x60W at 4ohm



Shenzhen Gogosunny

(profile page 60)

Model: 6203AB

MOQ: 1,000 units

Description: MP3 player; LED display; FM radio, 206 channels; bass treble balance; USB port, SD/MMC slot; wireless remote control



Shenzhen HAMI

(profile page 61)

Model: H107

Description: Audio player; MP3, WMA 8 to 320kbps; USB port, SD card slot; optional iPod holder; 81x67x16mm; 100g; CE, FCC

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