

# Vehicle Security & Accessories

Essential sourcing intelligence

August 2011

US\$395

## China supplier profiles

Detailed profiles of 47 verified suppliers and contact details of an additional 33 exporters

## Product gallery

Specifications and full-color images of 123 top-selling products

## Industry trends

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



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Supplier capability in China

## VEHICLE SECURITY & ACCESSORIES

China suppliers of vehicle security systems and other accessories are strengthening efforts to expand market reach. Although most are confident of sales remaining on an upward track in the months ahead, decelerating growth and increasing competition are prompting them to explore various areas for additional orders.

Overseas, makers are looking at both developed and emerging economies. In terms of demography, low- to high-end segments are being given due attention. To achieve targets, manufacturers are enhancing cost management to ensure price competitiveness, particularly against other low-cost production centers in Asia. Many companies are also adjusting the sales mix to keep increases in quotes to a minimum in their basic and midrange segments.

### Key findings

1. Quotes for China-made vehicle security systems and other accessories are expected to remain on the upswing in the next six months. Prompting increases are higher raw material and labor costs, and the appreciation of the yuan.
2. To ensure price competitiveness, however, many suppliers intend to limit increases within the 15 percent range. In line with this, various cost-reduction measures are being implemented, including the adoption of locally made components.
3. The movement toward high-value manufacturing will also gain traction as makers look for sustainable growth and long-term competitiveness. Consequently, buyers will see smarter multifunction units among electronic accessories, while nonelectronic types will be more visually appealing and user-friendly.
4. The US and the EU are anticipated to remain key export destinations. Despite the economic contraction, the customer base in the two areas remains large, contributing 30 percent to overseas revenue.
5. Many companies also consider the ASEAN and BRICS as attractive markets, with China suppliers enjoying preferential trade policies stemming from bilateral agreements.
6. Export sales of vehicle security systems and other accessories are forecast to continue increasing at double-digit levels in the months ahead. Growth, however, is projected to be more moderate than in 2010.

### Scope & methodology

This report covers the major products of China's vehicle security and accessories industry, namely 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 models offered, their typical features and price determinants, and the supplier base are provided. The latest trends in product development are also discussed.

The Industry Overview describes the challenges that businesses are currently facing and the measures they are implementing to boost sales and overall competitiveness.

More than half of the featured companies are based in Guangdong province, which accounts for the bulk of exports. The majority of profiled suppliers are locally owned companies.

To produce this report, Global Sources interviewed a wide range of enterprises. 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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## ATrack Technology Inc.



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Established in 2010, Taiwan-based ATrack generated sales amounting to \$10 million last year. Exports of vehicle safety systems accounted for the entire revenue.

Operating at 43 percent capacity, the maker rolled out an average of 13,000 units monthly. The EU absorbed 35 percent of deliveries, while the Asia-Pacific region took in 28 percent. The rest

of the products were distributed to the Middle East, Africa and North America.

ATrack invested \$500,000 in product development and related activities last year. Production took place at the company's factory in Hsinchu, Taiwan.

In coming months, ATrack expects revenue from overseas shipments to increase more than 20 percent. North America will be its primary target market.

### Company facts

Year established	2010
Business type	Manufacturer
Company ownership	Taiwan-invested
Head office location	Taipei (Taiwan)
Factory location(s)	Hsinchu (Taiwan)
No. of full-time employees	20
Annual sales (all products)	\$10.0mn
Annual R&D spending	\$500,000

### Sales & output: Vehicle security & accessories

Annual sales	\$10.0mn
Share of total sales	100%
Annual export sales	\$10.0mn
Total monthly capacity	30,000 units
Average monthly output	13,000 units
Capacity utilized	43%
Average monthly exports	13,000 units
Export ratio	100%

### Contact details

Business contact	TANG Frank
Phone	(886-2) 2797-5852
Fax	(886-2) 2797-4030
E-mail	frank@atrack.com.tw sales@atrack.com.tw
URL	www.atrack.com.tw www.globalsources.com/atrack.co
Address	9F, 285 Section 2, Tiding Boulevard, Neihu, Taipei, Taiwan



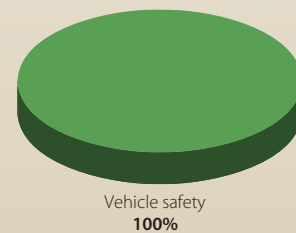
**Model:** AU5/AU5i

**MOQ:** 1 unit

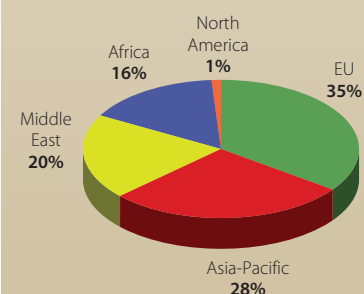
**Description:** GPS tracker: supports tracking via 3.5G UMTS or GPRS; optional temperature sensors, RS232 interface

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

### Exports by product



### Exports by market



# PRODUCT GALLERY

## Vehicle security



**Fujian Wanhua**  
 (profile page 37)  
**Model:** WH868-9000  
**MOQ:** 500 sets  
**Description:** Car alarm system; keyless entry; passive arming/locking; valet mode; remote paging system; supports up to three remote controls



**Fujian Wanhua**  
 (profile page 37)  
**Model:** WH868-29  
**MOQ:** 500 sets  
**Description:** Car alarm system; door, bonnet and trunk protection; 2-stage shock sensor; 5-zone pager; remote trunk release



**Fujian Wanhua**  
 (profile page 37)  
**Model:** One Way Remote-990  
**MOQ:** 500 sets  
**Description:** Car alarm system; door, bonnet and trunk protection; remote trunk release; 2-stage shock sensor



**Inwells**  
 (profile page 45)  
**Model:** 1386-3505  
**MOQ:** 100 units  
**Description:** Car alarm; silent arming; central locking; car door, hood, trunk or ignition protection; remote trunk release



**Shenzhen Carsky**  
 (profile page 58)  
**Model:** CS200C  
**MOQ:** 1,000 units  
**Description:** Car alarm/tracker; ultrasonic sensor; remote arming/disarming; auto rearming; central locking; override/reset switch; valet mode



**Shenzhen Security**  
 (profile page 64)  
**Model:** SA-1168-GPS -3G2  
**MOQ:** 1 unit  
**Description:** GPS car alarm; 1 or 2-way module; compatible with 3G network; sends alerts via SMS

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