



China Automotive Starter Industry Report, 2014-2017

Oct. 2014

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications.

Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

In 2013, China's auto market achieved more-than-expected growth, of which, the production rose 14.82% YoY to 22.13 million and sales volume climbed 13.94% YoY to 21.99 million. Automotive starter as an integral part of the car witnessed accompanying growth in OEM market size, reaching 22.13 million. On the other hand, after-sales repair & replacement constitutes another big market for automotive starter requirements. With the swelling base of Chinese car ownership, starter replacement market still shows a growing trend. By 2013, aftermarket size has amounted to 1.2604 million sets, presenting a year-on-year increase of 12.0%.

At present, major starter manufacturers in China are Shanghai Valeo Automotive Electrical Systems Co., Ltd., Jinzhou Halla Electrical Equipment Co., Ltd., Tianjin DENSO Engine Electrical Products Co., Ltd., Wuhu Generator Automotive Electrical Systems Co., Ltd., Wuxi Minxian Vehicle Electric Equipment Co., Ltd, etc..

Among them, Shanghai Valeo, a joint venture company invested by Huayu Automotive Systems Co.,Ltd.(HASCO) which is affiliated to Shanghai Automotive Industry Corporation Group (SAIC) and Valeo International Holding B.V, France, specializes primarily in the manufacturing of cars, light-duty trucks as well as generators and starters equipped in diesel engines, with capacity expected to be 15 million sets in 2015. As of end-2013, the company's main supporting customers have included Shanghai Volkswagen (Passat, Tiguan, Laida, etc.), Shanghai General Motors (Buick, Sail, Cruze, etc.), FAW-Volkswagen (Bora, Audi, Golf, etc.), Beijing Hyundai (Elantra/Avante, Verna, etc.) and more.

This report consists of 5 chapters and 70 charts, mainly covering overview of China's overall auto industry, auto starter technology trends, industry policies, market size, competition pattern and future development trend, but also involving the general situation of auto starter market segments (OEM and Aftermarket). Finally, it introduces profile, production and sales, principal products and supporting carmakers of three large multinational parts manufacturers - Denso, Valeo and Bosch as well as 14 leading domestic manufacturers e.g. Jinzhou Halla, Wuxi Minxian and Zhejiang Songtian Automotive Motor System Co., Ltd..

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