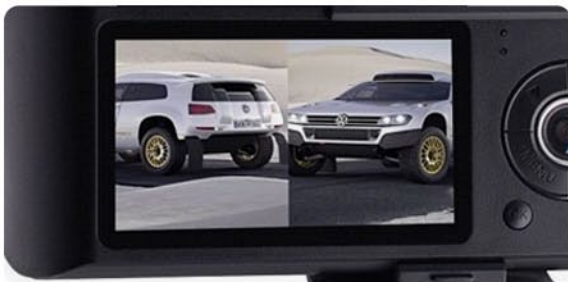


Automotive Electronics

Industry Analysis Report

2012.07



Made-in-China.com



Produced by IAR Team
Focus Technology Co., Ltd.



Contents

1. The Overview of China Automotive Electronics Industry in 2012	4
2. Global Vehicle Production and Sales Growth Rate.....	6
2.1. The Statistics of 2011 Global Vehicle Production Distribution	6
2.2. Global Major Vehicle Market Consumption at the first half of 2012.....	7
3. The Analysis of China's Vehicle Electronics Industry Export Trend	9
3.1. The Analysis of China's Automotive Air-conditioner Export Trend from 2010 to May of 2012.....	9
3.1.1. The Trend of China's Automotive Air-conditioner Export Volume from 2010 to May of 2012.....	9
3.1.2. The Trend of China's Automotive Air-conditioner Export Amount from 2010 to May of 2012	10
3.1.3. The Monthly Trend of China's Automotive Air-conditioner Export Volume from 2010 to May of 2012.....	10
3.1.4. The Monthly Trend of China's Automotive Air-conditioner Export Average Unit Price from 2010 to May of 2012	11
3.1.5. The Major Country/Region of China's Automotive Air-conditioner Export from 2010 to May of 2012.....	11
3.2. The Trend of China's Vehicle Audio & Signal Device Exports from 2010 to May of 2012.....	14
3.2.1. The Trend of China's Vehicle Audio & Signal Device Export Volume from 2010 to May of 2012	14
3.2.2. The Trend of China's Vehicle Audio & Signal Device Export Value from 2010 to May of 2012	14
3.2.3. The Trend of China's Vehicle Audio & Signal Device Monthly Export Volume from 2010 to May of 2012.....	15
3.2.4. The Trend of China's Vehicle Audio & Signal Device Monthly Export Average Price from 2010 to May of 2012	16
3.2.5. The Major Country/Region of China's Vehicle Audio & Signal Device Exports from 2010 to May of 2012.....	16
3.3. The Trend of China's Vehicle Navigation Device Exports from 2010 to May of 2012	19
3.3.1. The Trend of China's Vehicle Navigation Device Export Volume from 2010 to May of 2012.....	19
3.3.2. The Trend of China's Vehicle Navigation Device Export Value from 2010 to May of 2012.....	19
3.3.3. The Trend of China's Vehicle Navigation Device Monthly Export Volume from 2010 to May of 2012	20
3.3.4. The Trend of China's Vehicle Navigation Device Monthly Export Average Price from 2010 to May of 2012.....	20
3.3.5. The Major Country/Region of China's Vehicle Navigation Device Export at 1-5 of 2012.....	21
3.4. The Trend of China's Vehicle Radio Exports from 2010 to May of 2012.....	23
3.4.1. The Trend of China's Vehicle Radio Export Volume from 2010 to May of 2012	23
3.4.2. The Trend of China's Vehicle Radio Export Value from 2010 to May of 2012	23
3.4.3. The Trend of China's Vehicle Radio Monthly Export Volume from 2010 to May of 2012.....	24
3.4.4. The Trend of China's Vehicle Radio Monthly Average Export Unit Price from 2010 to May of 2012	24
3.4.5. The Major Country/Region of China's Vehicle Radio Export at 1-5 of 2012	25

Contents

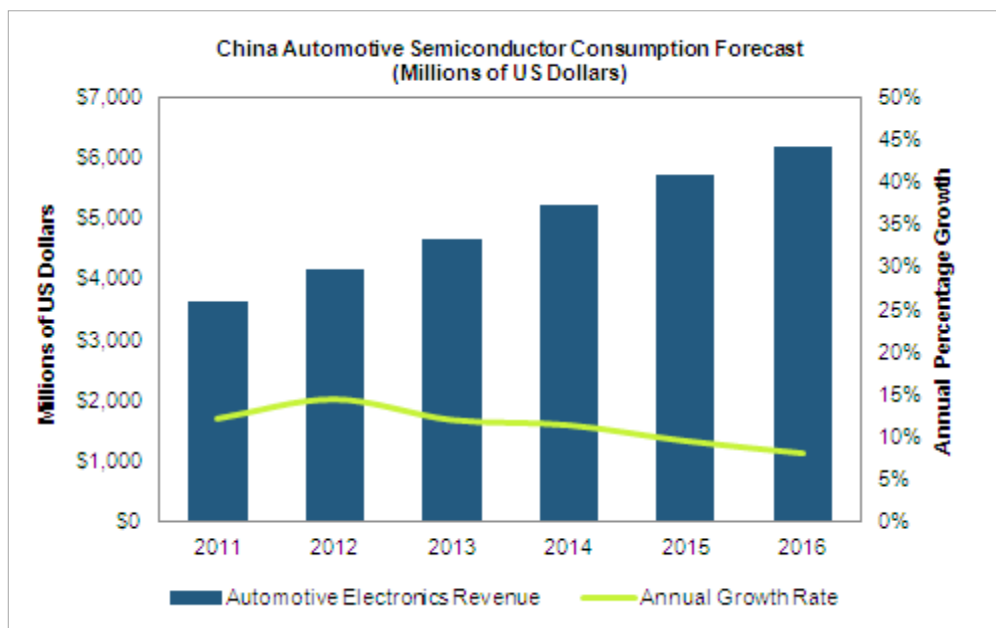
3.5. The Trend of China's Other Vehicle Radio Products Exports from 2010 to May of 2012.....	27
3.5.1. The Trend of China's Other Vehicle Radio Products Export Volume from 2010 to May of 2012	27
3.5.2. The Trend of China's Other Vehicle Radio Products Export Value from 2010 to May of 2012	27
3.5.3. The Trend of China's Other Vehicle Radio Products Monthly Average Export Volume from 2010 to May of 2012	28
3.5.4. The Trend of China's Others Vehicle Radio Products Monthly Average Export Unit Price from 2010 to May of 2012	28
3.5.5. The Major Country/Region of China's Others Vehicle Radio Products Export at 1-5 of 2012	29
3.6. The Trend of China's Semiconducting Household Type Refrigerators Exports from 2010 to May of 2012.....	30
3.6.1. The Trend of China's Semiconducting Household Type Refrigerators Export Volume from 2010 to May of 2012	30
3.6.2. The Trend of China's Semiconducting Household Type Refrigerators Export Value from 2010 to May of 2012	30
3.6.3. The Trend of China's Semiconducting Household Type Refrigerators Monthly Average Export Volume from 2010 to May of 2012	31
3.6.4. The Trend of China's Semiconducting Household Type Refrigerators Monthly Average Export Unit Price 2010 to May of 2012	31
3.6.5. The Major Country/region of China's Semiconducting Household Type Refrigerators Export at 1-5 of 2012	32

1. The Overview of China Automotive Electronics Industry in 2012

With the rapid development of electron & information technology and the automotive industry continues to reform in last two or three decades, the application and innovation of automotive electronic technology has greatly promoted the progress and development of the automotive industry. And the Auto experts pointed out that the 70% innovation of auto industry comes from the research and application of auto electronic technology and its products in last 10 years, The auto electronics application has become a measure of the main symbol of auto grade, and its application improvement is an important way for the auto enterprises to improve their competitiveness in the market.

The China Automotive Semiconductor Consumption Forecast has a 14% growth at 2012

According to IHS iSuppli China research, the Chinese consumers is becoming more and more mature, this kind of vehicle will be gained favor in future with safer, more fuel-efficient and more fun to drive, this will lead to a strong growth of 14% for the 2012 automotive semiconductor sales. The Automotive semiconductor Consumption will be increased to \$ 4.2 billion in 2012 from \$ 3.6 billion in 2011, and will grow to \$ 6.2 billion in 2016.



Driven by several key factors, the compound annual growth rate of China automotive semiconductor before 2016 will reach 11%.

First, Chinese consumers are increasing emphasis on the safety, fuel efficiency and reliability of vehicles, while these factors are required to monitor and control by using semiconductors.

Secondly, the middle and high level vehicles are more popular than the entry-level cars due to more semiconductors using.

Third, the new car can be more fun to drive for consumers with lots of features, including internal or external connectivity, entertainment and comfort.

Accelerated growth of the automotive electronics market

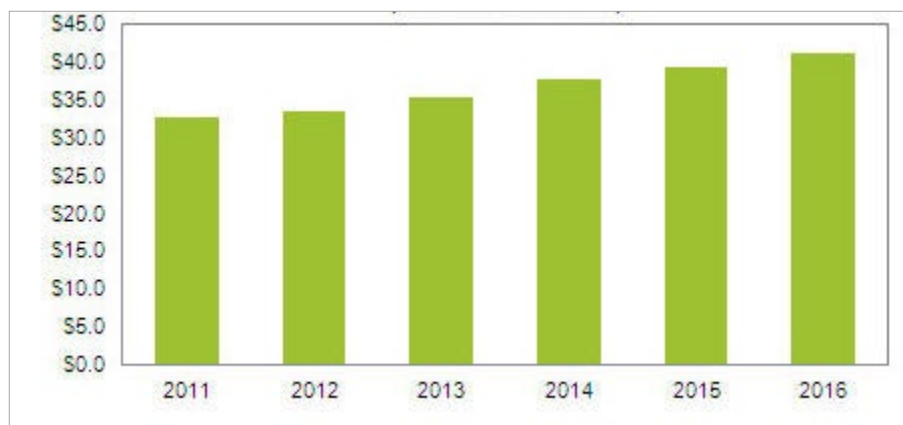
In the past a few years, the Chinese Auto semiconductor market take a rapid growth. and the automotive semiconductor consumption increased 58% in 2010, reached \$ 3.2 billion. The auto consumption has a big demand in China market, both the Chinese consumer income increasing and government stimulus policies help improve car sales, and these factors are conducive to the expansion of China auto electronics market.

In 2011 early, the global economic situation had become uncertain with weak consumption. At the same time, the Chinese government canceled the policy of subsidies, including subsidies for the automotive market. Also the auto numbers increasing brought three problems: Air pollution, Traffic congestion and Parking difficulties. These factors prompted the government introduced policies to restrict car sales at Beijing and other major cities. Last year, the overall light vehicle sales including mini buses and commercial vehicles in China, took only 3.8% growth and increased to 17.6 million. This results lead to consumption growth slowing to 12% for the overall automotive semiconductor sales, and the sales amount was only \$ 3.6 billion.

The global automotive infotainment system sales will have a strong growth in the next four years.

The global vehicle infotainment systems consumption is expected to grow 3% in 2012 driven by growth in car and automotive electronics production. The vehicle infotainment semiconductor market tracking report from IHS iSuppli, shows that the car infotainment system sales reached \$ 32.5 billion at 2011, a year-on-year increase of 3.4% by 2010. The global auto infotainment system sales will surge to reach \$ 33.5 billion with forecast 2012, and it will be greater growth in the next four years, growth rate could be between 4.7% and 6.4%. By 2016, the sales will reach \$ 41.2 billion.

- The global vehicle infotainment systems consumption forecast (units: billion dollars)



(Source:IHS iSuppli Research)

2. Global Vehicle Production and Sales Growth Rate

2.1. The Statistics of 2011 Global Vehicle Production Distribution

Countries/Regions	2011 (Unit)	2010 (Unit)	Growth in 2011 compared to 2010
Total	80,064,168	77,857,705	2.83%
China	18,418,876	18,264,667	0.84%
Japan	8,398,654	9,625,940	-12.75%
USA	8,653,560	7,761,440	11.49%
Germany	6,311,318	5,905,985	6.86%
Korea	4,657,094	4,271,941	9.02%
Brazil	3,406,150	3,648,358	-6.64%
India	3,936,448	3,536,783	11.30%
Spain	2,353,682	2,387,900	-1.43%
Mexico	2,680,037	2,345,124	14.28%
France	2,294,889	2,229,421	2.94%
Canada	2,134,893	2,071,026	3.08%
Thailand	1,478,460	1,644,513	-10.10%
Iran	1,648,505	1,599,454	3.07%
Russia	1,988,036	1,403,244	41.67%
England	1,463,999	1,393,463	5.06%
Turkey	1,189,131	1,094,557	8.64%
Czech	1,199,834	1,076,385	11.47%
Poland	837,132	869,376	-3.71%
Italy	790,348	838,400	-5.73%
Argentina	828,771	716,540	15.66%
Indonesia	837,948	702,508	19.28%
Malaysia	540,050	567,715	-4.87%
Slovakia	639,763	556,941	14.87%
Belgium	562,386	555,302	1.28%
South Africa	532,545	472,049	12.82%
Others	495,830	465,906	6.42%
Romania	335,232	350,912	-4.47%
Taiwan	343,296	303,456	13.13%
Australia	224,193	243,495	-7.93%
Sweden	188,969	217,084	-12.95%
Hungary	202,800	211,461	-4.10%
Slovenia	174,119	211,340	-17.61%
Portugal	192,242	158,723	21.12%
Uzbekistan	179,560	156,880	14.46%
Austria	152,505	104,814	45.50%
Netherlands	73,151	94,106	-22.27%
Egypt	81,731	92,339	-11.49%

Countries/Regions	2011 (Unit)	2010 (Unit)	Growth in 2011 compared to 2010
Ukraine	104,654	83,133	25.89%
Serbia	15,790	18,033	-12.44%
Finland	2,540	6,665	-61.89%

The global vehicle production was 80,064,000 total at 2011, a 2.83% growth compared to the last year. China, Japan, and United States still ranked the top three for car production, and China's annual auto output was approximately 18.419 million units, only an increase of 0.84% over the last year, Japan's vehicle production fell 12.75 % over the 2010, but United States auto output took a 11.49% growth. It was noteworthy that the car production of Russia and Austria were substantial growth of 41.67% and 45.50% at 2011.

2.2. Global Major Vehicle Market Consumption at the first half of 2012

The global major car market consumption statistics show that developed country market presents situation at the first half of 2012, the market of United States and Japan had a significant growth rebound. The Japanese market is driving the rapid recovery from last year's earthquake hit, and the consumption of the United States also returned to normal after the Great Depression. The European market performance was not good by affecting European debt crisis, the Italy and Spain kept in deep trend, and was unable to extricate them, even the leader - Germany also dropped in the situation of decline at some months of the first half year, but the British market rebound was good news.

In emerging markets, the China decline situation is reversing constantly, the Russia's high-speed growth is slowdown and the Brazil and India market shows a stagnation growth situation.

- The Asia Major Vehicle Market Consumption at the first half of 2012(Units:10 thousands)

	China	Japan	India
Jan.	138.98	26.33	19.6
Feb.	156.71	33.32	21.14
Mar.	183.86	49.8	22.99
Apr.	162.44	20.9	16.84
May.	160.72	23.64	16.32
June	157.75	31.72	15.58
Total	959.81	185.69	112.47
the same period over the last year	2.9%	55.4%	

(Data Source: China Association of Automobile Manufacturers, JADA, SIAM, South Korean Yonhap News Agency)

- The Statistics of European New Vehicle Registrations at Jan. to Jun. of 2012(units: Vehicle)

	UK	Germany	France	Italy	Spain	Russia
Jan.	128,853	210,195	147,143	137,119	54,961	154,400
Feb.	61,868	224,300	196,958	130,661	64,732	206,873
Mar.	372,835	339,123	197,033	138,137	84,427	252,816
Apr.	142,322	274,066	200,806	129,663	56,250	266,267
May.	162,288	289,977	197,671	147,102	72,442	260,944
Jun.	189,514	296,800	208,225	128,388	73,258	272,125
Total	1,057,680	1,634,461	1,048,298	811,070	406,070	1,413,425
the same period over the last year	2.7%	0.7%	14.4%		-8.2%	14.0%

(Data Source:SMMT, AEB, KBA, CCFA, Italian Ministry of Communications, ANFAC)

(Note:The statistics of Russian market sales is only for the light-vehicle)

- The America Major Light Vehicle Market Consumption at the first half of 2012(units: Vehicle)

	USA	Canada	Brazil
Jan.	913,284	97,497	252,697
Feb.	1,149,396	107,716	235,896
Mar.	1,404,623	157,750	300,574
Apr.	1,184,447	157,777	258,000
May.	1,334,642	175,716	274,500
Jun.	1,285,499	169,459	340,300
Total	7,272,096	865,915	1,661,967
the same period over the last year	14.8%		

(Data Source:<<America Automotive News >> data central, Anfavea, AIAMC, Adefa, DesRosiers)

- The Australia and Africa major vehicle market consumption at the first half of 2012(units: Vehicle)

	Australia	South Africa
Jan.	76,783	48,251
Feb.	85,723	53,033
Mar.	97,616	56,110
Apr.	79,079	42,617
May.	96,069	50,228
Jun.	112,566	51,891
Total.	547,854	298,716
the same period over the last year	10.4%	9.0%

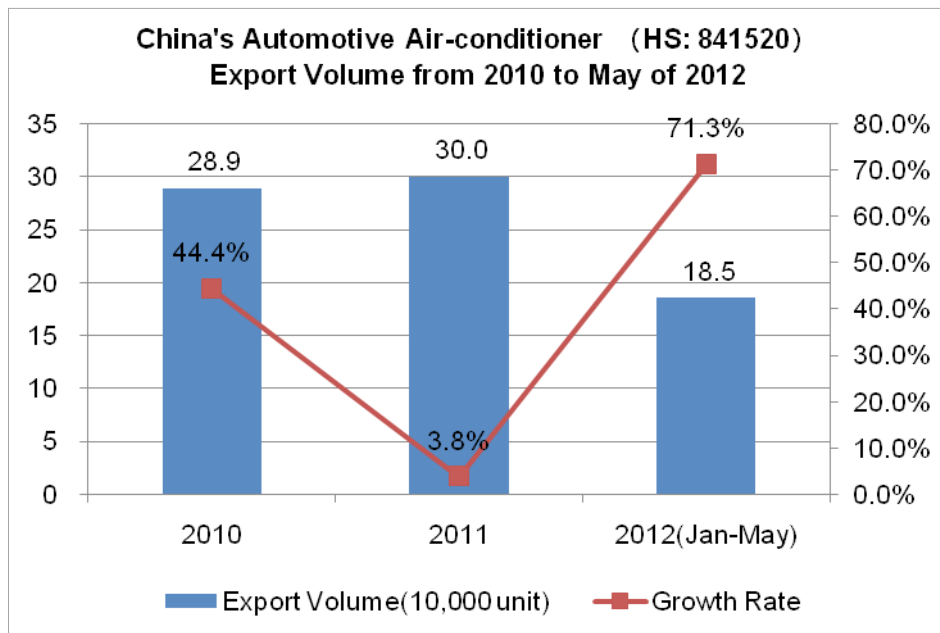
(Data Source:FCAI, NAAMSA)

Data Source:China Automobile Dealers Association, Gasgoo

3. The Analysis of China's Vehicle Electronics Industry Export Trend

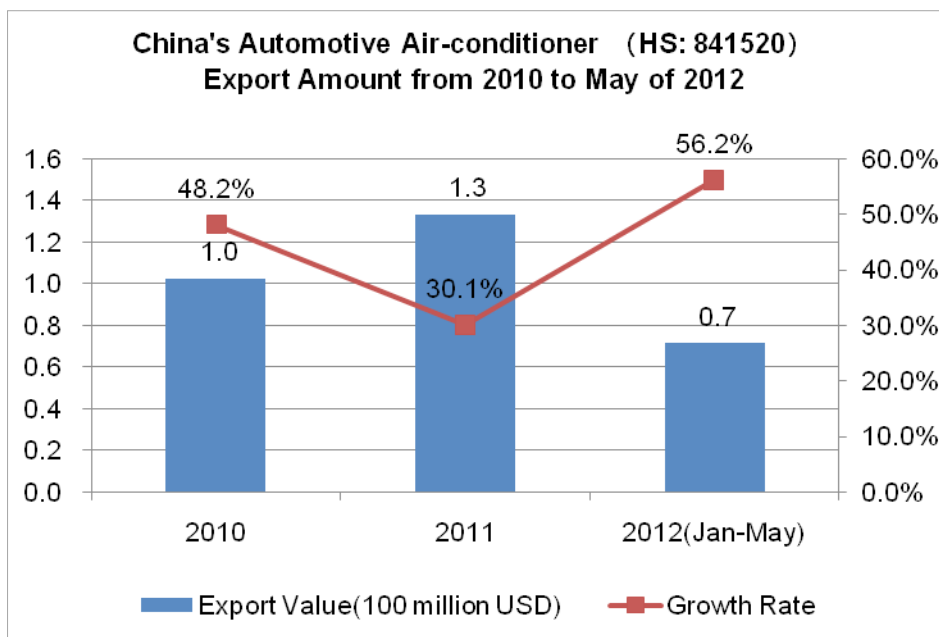
3.1. The Analysis of China's Automotive Air-conditioner Export Trend from 2010 to May of 2012

3.1.1. The Trend of China's Automotive Air-conditioner (HS: 841520) Export Volume from 2010 to May of 2012



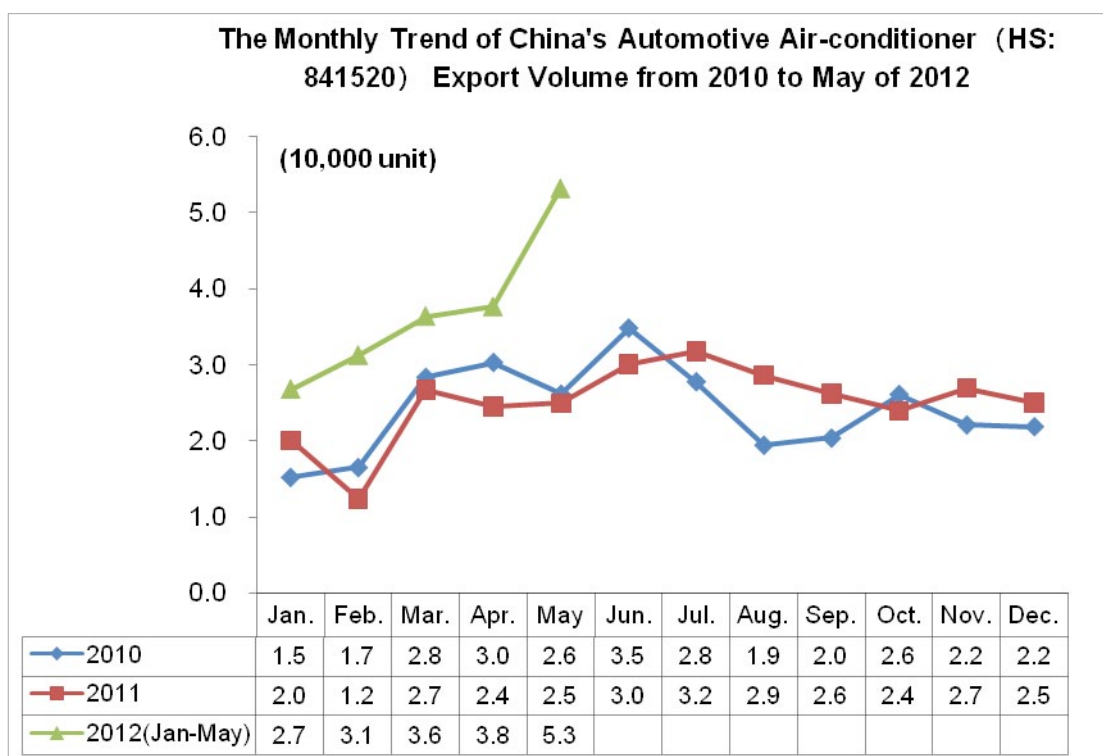
As figure shows, the export volume of the vehicle air-conditioners increased only 3.8% in 2011, the growth lower than in 2010 and 2012. But the exports took a accelerated growth and was amounted to 185,000units at the first five months of 2012, substantial growth 71.3% over the same period of last year.

3.1.2. The Trend of China's Automotive Air-conditioner (HS: 841520) Export Amount from 2010 to May of 2012



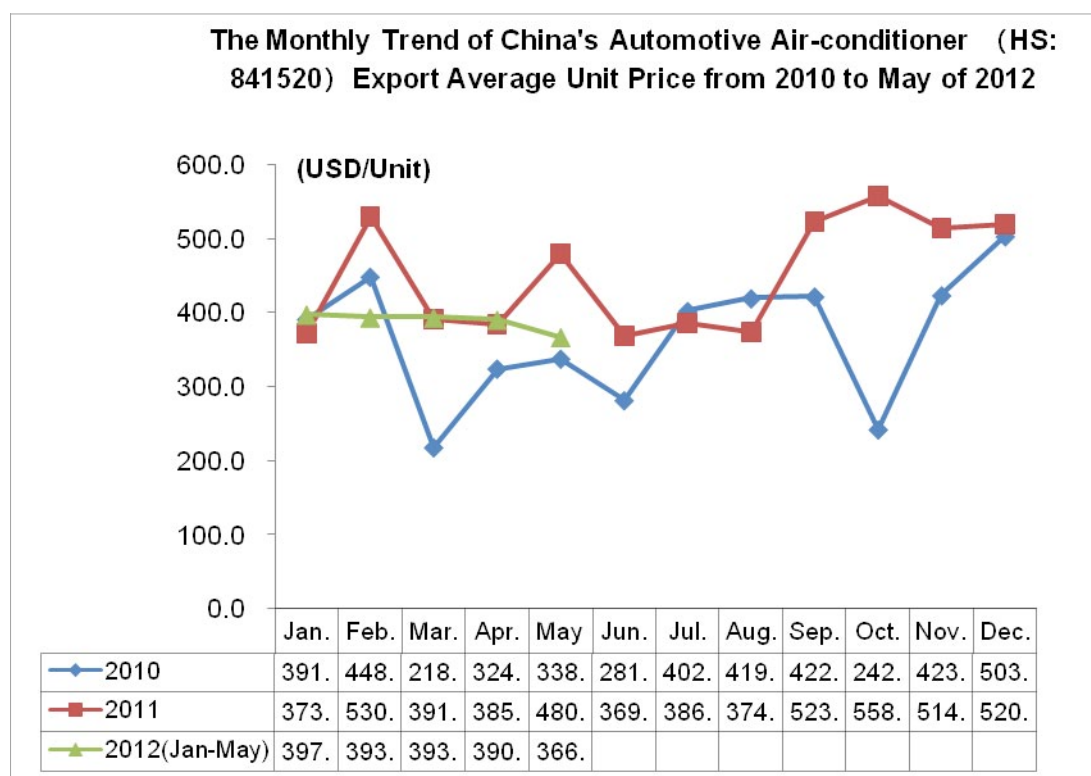
The exports amount of auto air conditioners has the same growth with the export volume from 2010 to May of 2012, and the sum of exports increased up to 56.2% in 2012.

3.1.3. The Monthly Trend of China's Automotive Air-conditioner (HS: 841520) Export Volume from 2010 to May of 2012



As figure shows, the monthly export volume of the vehicle air-conditioners had six months with growth over the same period of last year, but it fell down for other months in 2011. Meanwhile, the exports took an accelerated growth at the first five months of 2012.

3.1.4. The Monthly Trend of China's Automotive Air-conditioner (HS: 841520) Export Average Unit Price from 2010 to May of 2012



In 2011, the export average unit cost of car air conditioners took a 25.3% growth over the same period of last year, but it fell by 10.2% compared to the same period from January to May of 2012

3.1.5. The Major Country/Region of China's Automotive Air-conditioner (HS: 841520) Export from 2010 to May of 2012

No.	Country/Region	Volume (Unit)	Amount (USD)	Over the same period of last year		Volume Ratio	Amount Ratio
				Volume	Amount		
1	USA↑	111,825	27,023,202	107.0%	131.5%	60.3%	37.8%
2	Australia	4,780	6,033,712	-39.9%	1.3%	2.6%	8.4%
3	Brazil	571	4,910,179	-45.4%	103.6%	0.3%	6.9%
4	UK	192	4,747,979	-79.7%	4.4%	0.1%	6.6%
5	Korea	1,389	4,325,949	268.4%	151.6%	0.7%	6.1%
6	Indonesia↑	840	3,423,901	44.6%	18.5%	0.5%	4.8%
7	Turkey↓	2,498	3,108,862	-13.4%	-20.7%	1.3%	4.3%
8	India↓	1,883	1,777,175	-73.8%	-10.6%	1.0%	2.5%
9	Spain	440	1,676,443	-18.2%	41.0%	0.2%	2.3%

No.	Country/Region	Volume (Unit)	Amount (USD)	Over the same period of last year		Volume Ratio	Amount Ratio
				Volume	Amount		
10	Malaysia↓	226	1,639,834	-78.0%	-1.4%	0.1%	2.3%
11	Japan↑	15,936	1,582,819	184.5%	297.6%	8.6%	2.2%
12	Egypt	2,429	1,187,316	0.0%	0.0%	1.3%	1.7%
13	Uzbekistan↑	7,750	998,880	35.4%	16.4%	4.2%	1.4%
14	Ecuador↑	7,285	835,661	10160.6%	384.4%	3.9%	1.2%
15	Iran	3,237	791,822	260.1%	-0.7%	1.7%	1.1%
16	Germany↑	2,875	766,229	29.4%	58.1%	1.6%	1.1%
17	Taiwan↑	7,590	695,012	4002.7%	159.3%	4.1%	1.0%
18	Italy↓	1,488	531,156	-32.5%	-35.1%	0.8%	0.7%
19	Thailand↑	741	471,270	414.6%	16.3%	0.4%	0.7%
20	France↑	90	464,637	150.0%	49.3%	0.0%	0.6%

Note: ↑ means export volume and amount up over the same period last year, ↓ means export volume and amount down over the same period last year.

The United States is the largest export market of China made vehicle air conditioners, the export volume was accounted 60.3% and export value took rate of 37.8% of the US market at the first five months in 2012. With point of growth for export value/ volume, the countries/regions with significant growth, are United States (107% growth in export volume, export value grew by 131.5%), South Korea (export volume increased by 268.4%, export value grew by 151.6%), Japan (184.5% growth in export volume, export value grew by 297.6%), Ecuador (export volume increased by 101.6 times, export value grew by 384.4%), Taiwan (export volume increased by 40 times, export value grew by 159.3%).

----- Auto Compressor on Made-in-China.com -----



▼ [Air Suspension Compressor \(LL-128\)](#)



▼ [10PA15C Car AC Compressor for Toyota](#)



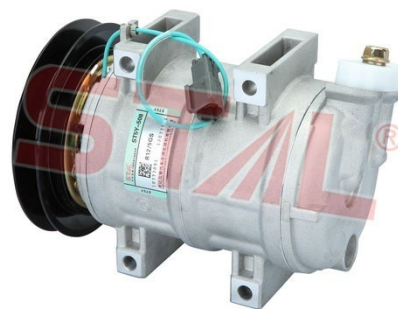
▼ [Air Suspension Compressor](#)



▼ [Truck Air Compressor](#)



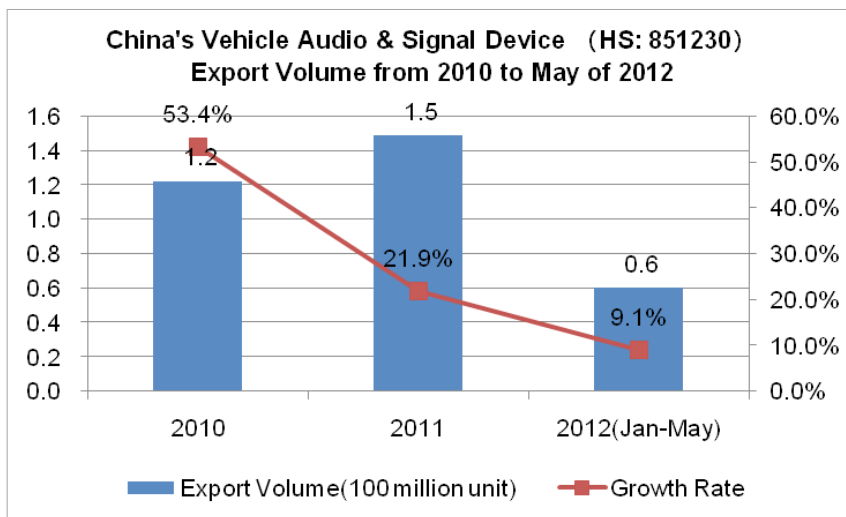
▼ [High Pressure Air Compressor](#)



▼ [Auto A/C Compressor \(ST280101\)](#)

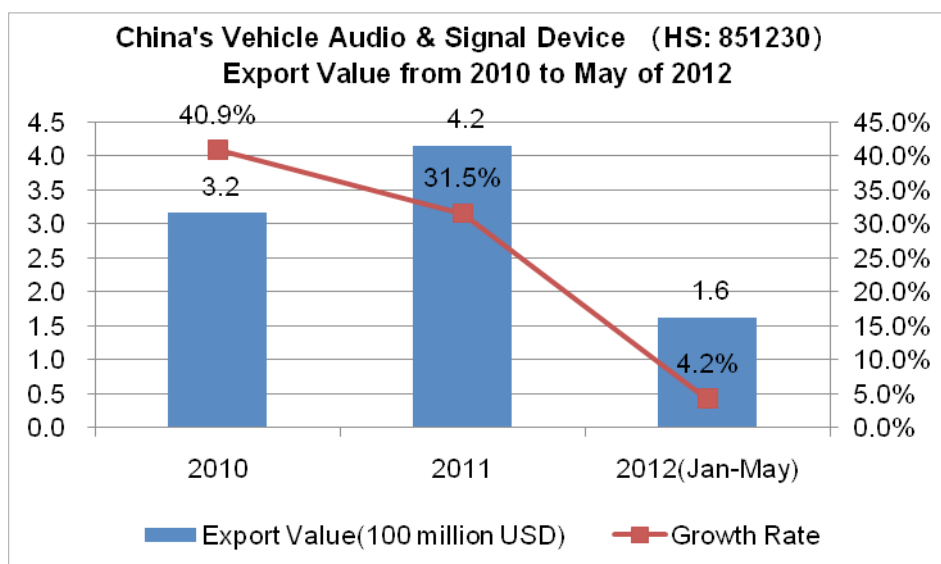
3.2. The Trend of China's Vehicle Audio & Signal Device (HS: 851230) Exports from 2010 to May of 2012

3.2.1. The Trend of China's Vehicle Audio & Signal Device (HS: 851230) Export Volume from 2010 to May of 2012



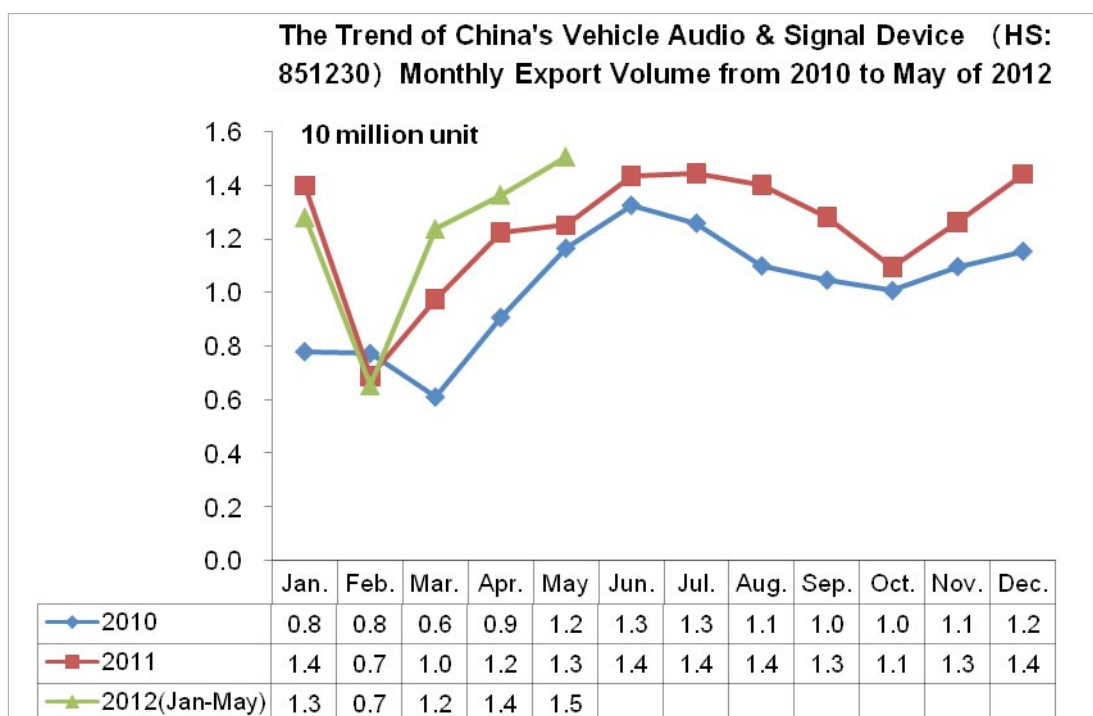
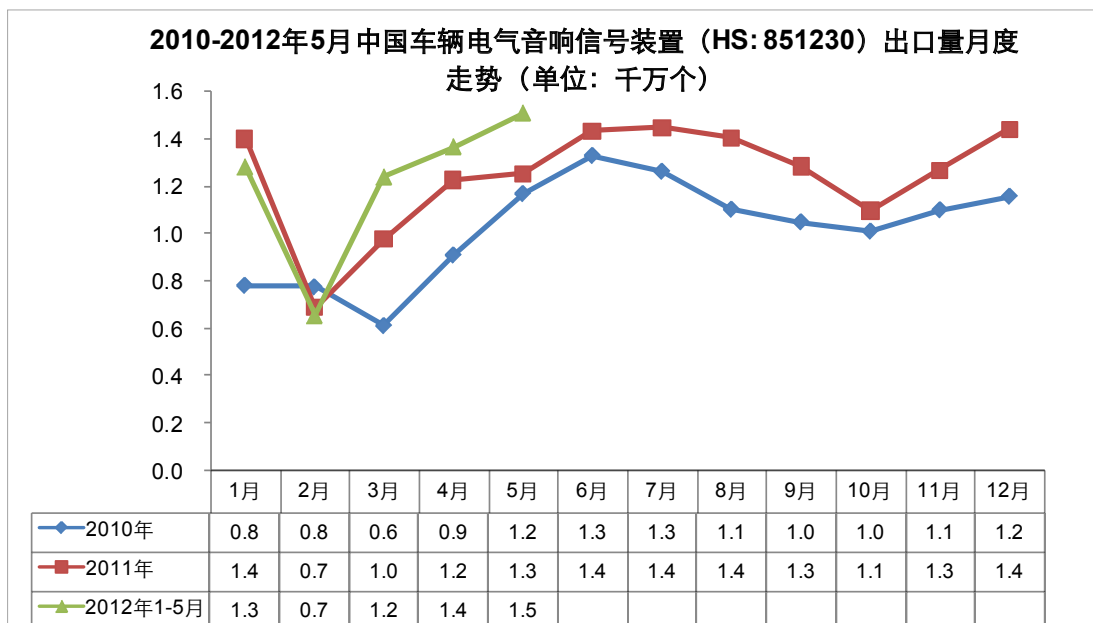
The vehicle audio & signal device exports volume was a year-on-year growth trend from 2010 to May of 2012 over the same period before, but the growth rate slowed down significantly, the increase rate was 53.4% in 2010, but only 9.1% in January-May of 2012.

3.2.2. The Trend of China's Vehicle Audio & Signal Device (HS: 851230) Export Value from 2010 to May of 2012



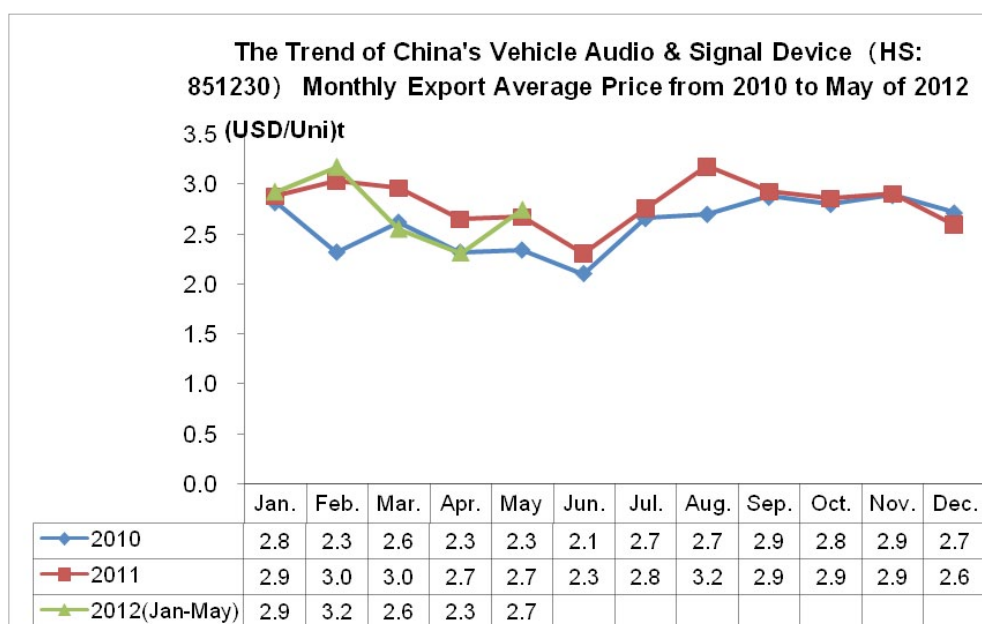
The vehicle audio & signal device export value was the consistent trend with exports volume from 2010 to May of 2012, and took a the growth year by year, but the growth rate slowed down significantly, the growth rate was increased 4.2% at may of 2010 only.

3.2.3. The Trend of China's Vehicle Audio & Signal Device (HS: 851230) Monthly Export Volume from 2010 to May of 2012



As figure shows, the China vehicle audio & signal device exports has a significant seasonal trend. Both February and October are the bottom of exports, but the exports peak comes out the others months of a year.

3.2.4. The Trend of China's Vehicle Audio & Signal Device(HS: 851230) Monthly Export Average Price from 2010 to May of 2012



The vehicle audio & signal device average export unit cost was increased 7.9% at 2011 over the same period before, but fell down 3.6% at January-May of 2012 compared with the same period of 2011.

3.2.5. The Major Country/Region of China's Vehicle Audio & Signal Device Exports from 2010 to May of 2012

No.	Countries/Regions	Volume (unit)	Value (USD)	Over the same period with last year		Volume Ratio	Value Ratio
				Volume	Value		
1	USA ↓	2,577,690	14,128,333	-8.1%	-7.3%	4.3%	8.7%
2	Finland ↓	434,771	10,983,686	-22.4%	-13.3%	0.7%	6.8%
3	Republic of Korea ↑	9,595,838	10,065,586	23.4%	8.0%	15.9%	6.2%
4	Indonesia ↑	3,516,951	7,810,796	7.7%	53.2%	5.8%	4.8%
5	Russian Federation ↑	1,282,051	7,337,288	16.3%	23.5%	2.1%	4.5%
6	Poland ↑	3,799,353	7,324,199	7.1%	8.0%	6.3%	4.5%
7	India ↑	5,034,437	6,700,256	241.0%	81.0%	8.3%	4.1%
8	Germany ↑	4,882,304	6,645,688	4.6%	34.4%	8.1%	4.1%
9	Iran ↓	1,354,697	6,142,144	-45.4%	-13.0%	2.2%	3.8%
10	Brazil ↓	1,984,971	5,705,477	-26.7%	-28.7%	3.3%	3.5%
11	Hongkong	1,816,221	5,660,164	33.9%	-48.1%	3.0%	3.5%
12	Mexico ↓	2,639,648	5,163,461	-18.2%	-30.2%	4.4%	3.2%
13	Malaysia ↑	1,744,563	5,050,687	44.3%	40.8%	2.9%	3.1%
14	Thailand ↑	1,447,735	4,296,192	30.8%	58.9%	2.4%	2.6%
15	United Arab Emirates ↓	1,018,828	4,031,725	-32.5%	-38.0%	1.7%	2.5%

No.	Countries/Regions	Volume (unit)	Value (USD)	Over the same period with last year		Volume Ratio	Value Ratio
				Volume	Value		
16	Egypt↑	1,219,946	3,382,677	15.3%	51.4%	2.0%	2.1%
17	Turkey↓	704,890	3,216,703	-19.6%	-10.6%	1.2%	2.0%
18	Pakistan↑	2,030,597	2,883,223	12.0%	6.9%	3.4%	1.8%
19	Singapore↑	674,541	2,773,765	52.9%	290.4%	1.1%	1.7%
20	Israel	131,067	2,618,502	-58.2%	60.5%	0.2%	1.6%

Note: ↑ means export volume and amount up over the same period last year, ↓ means export volume and amount down over the same period last year.

At the first five months in 2012, the top ranked 20 countries/regions of China made vehicle audio & signal device exports are USA, Finland, Korea, Indonesia, Russia, Poland, India, Germany, Iran, Brazil, HK, Mexico, Malaysia, Thailand, UAE, Egypt, Turkey, Pakistan, Singapore, and Israel. A total is 75% for all China vehicle audio & signal device exports, without a high concentration market.

With point of growth for export value/ volume, the countries/regions with significant growth are India (241% growth in export volume, export value grew by 81%), Singapore (export volume increased by 52.9%, export value grew by 290.4%): the countries/regions with significant down are Israel (58.2% down for export volume), and Iran (export volume down by 45.4%, export value down by 13%), also Finland (22.4% down for export volume), Brazil (26.7% down for export volume), UAE (32.5% down for export volume)

----- Car Video on Made-in-China.com -----



▼ [Car DVD Player One DIN \(SW 7001\)](#)



▼ [Dual DIN Car DVD Player, 6.2" \(JSD-6222\)](#)



▼ [2 DIN Car DVD for VW Series](#)



▼ [Two DIN Car DVD Player \(VDO-6007\)](#)



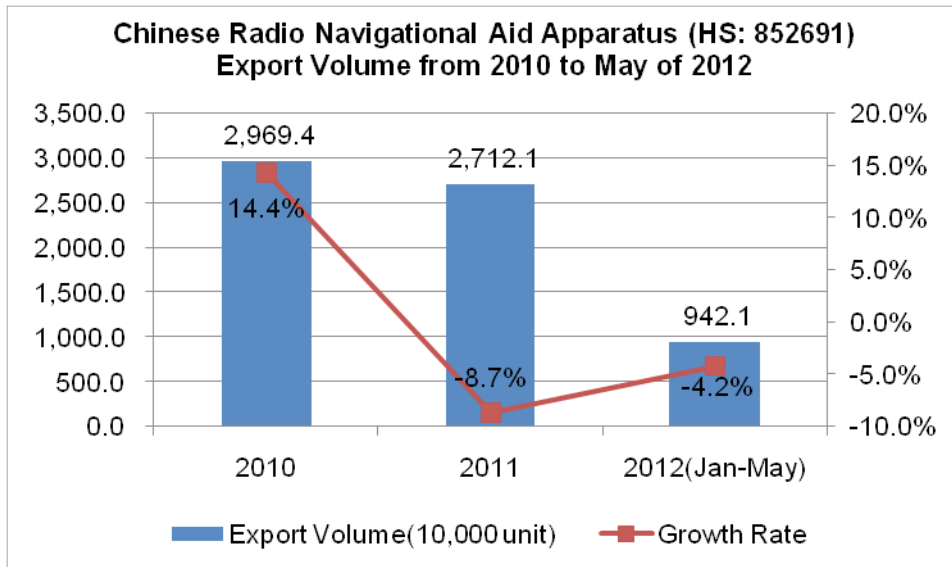
▼ [Car Audio With Car DVD Player](#)



▼ [Car Video Audio](#)

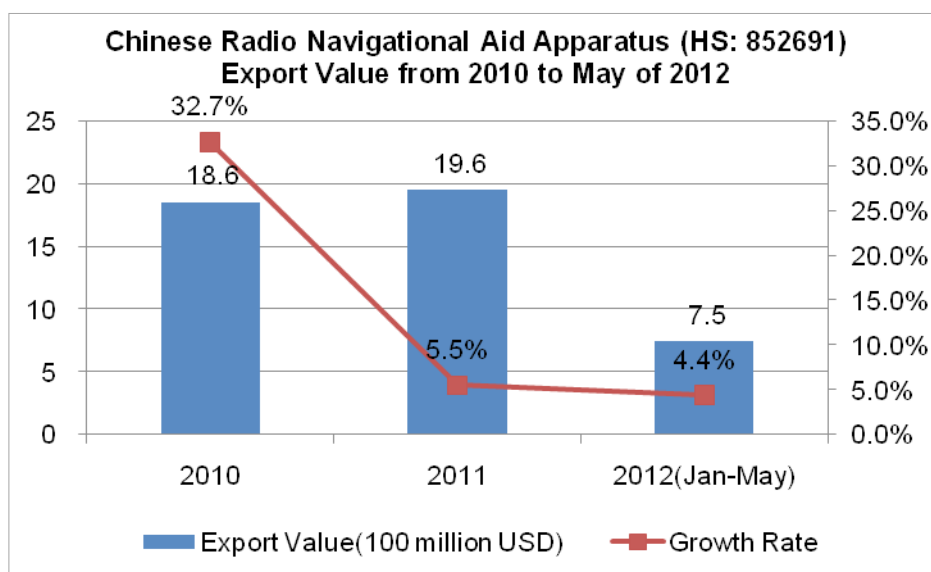
3.3. The Trend of China's Vehicle Navigation Device (HS: 852691) Exports from 2010 to May of 2012

3.3.1. The Trend of China's Vehicle Navigation Device(HS: 852691) Export Volume from 2010 to May of 2012



The vehicle navigation device export volume fell down by 2011, the exports reached 27.121 million units at the same year with an 8.7% down over the same period before, and the total exports reached 9.421 million units, and fell down 4.2% at January-May of 2012 compared with the same period before.

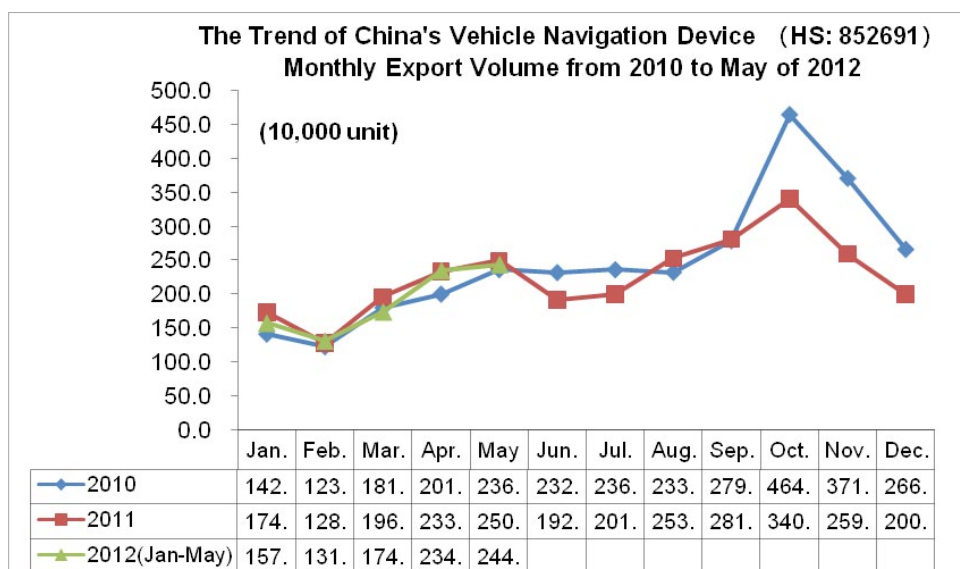
3.3.2. The Trend of China's Vehicle Navigation Device (HS: 852691) Export Value from 2010 to May of 2012



The vehicle navigation device export value was a year-on-year growth trend from 2011. As the figure shows, but the growth rate slowed down significantly.

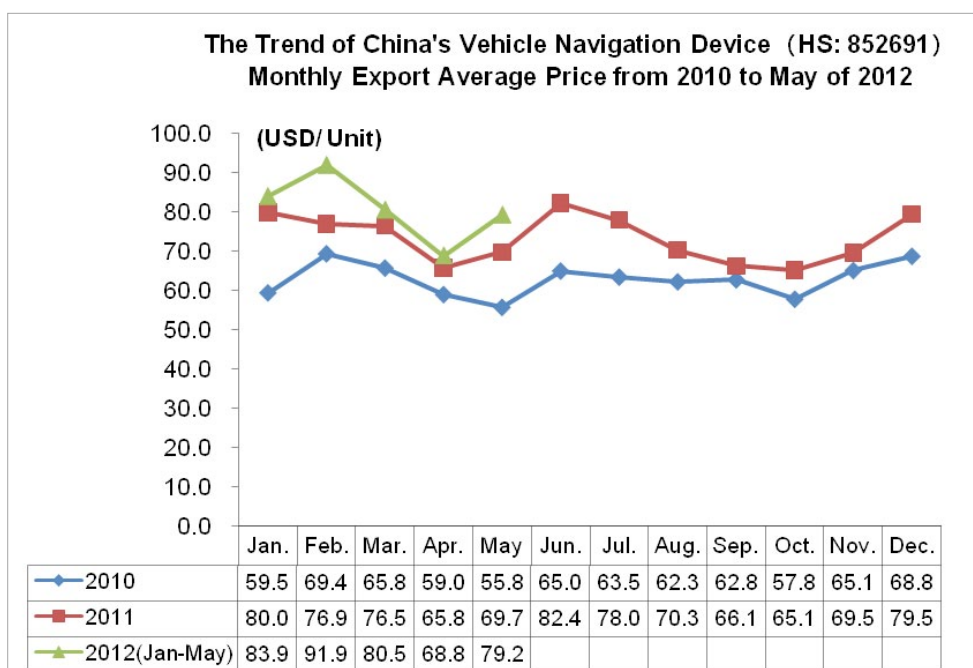
The exports reached \$ 750 million at January-May of 2012 with 4.4% growth only over the same period before.

3.3.3. The Trend of China's Vehicle Navigation Device (HS: 852691) Monthly Export Volume from 2010 to May of 2012



As figure shows, the export of china's navigation devices has two peak hours and two tough times at 2010 to May of 2012. The April and May are the first busy hours, and the October is too busy hours in annual export. On the contrary, the Jan and Feb are the deep tough time for annual export, the Jun and Jul is the second one.

3.3.4. The Trend of China's Vehicle Navigation Device(HS: 852691) Monthly Export Average Price from 2010 to May of 2012



As figure shows, the average unit cost of china's navigation devices export kept increasing year by year from 2010, rose 15.5% in 2011 compared with the same period of 2010, and took a 9.6% increase at 1-5 of 2012 over the same period of 2011.

3.3.5. The Major Country/Region of China's Vehicle Navigation Device(HS: 852691) Export at 1-5 of 2012

No.	Countries/ Regions	Volume (Unit)	Value (USD)	Over the same period of last year		Volume Ratio	Value Ratio
				Volume	Value		
1	Japan↑	775,388	202,121,755	57.3%	84.2%	8.2%	27.0%
2	USA↓	2,195,402	175,959,309	-22.1%	-20.4%	23.3%	23.5%
3	HK	2,138,638	88,289,152	1.7%	-11.5%	22.7%	11.8%
4	Netherland↓	1,710,262	80,568,476	-8.6%	-18.1%	18.2%	10.8%
5	France↑	324,207	38,646,420	4.8%	7.6%	3.4%	5.2%
6	Germany↓	647,292	37,194,018	-30.1%	-29.9%	6.9%	5.0%
7	Brazil	187,179	19,126,928	-13.7%	23.6%	2.0%	2.6%
8	Russia↑	340,658	17,380,996	42.6%	16.7%	3.6%	2.3%
9	Korea↑	125,304	11,915,053	265.6%	118.3%	1.3%	1.6%
10	Malaysia↑	79,191	10,231,531	351.3%	615.5%	0.8%	1.4%
11	Australia↑	149,208	8,987,102	12.1%	5.3%	1.6%	1.2%
12	Indonesia↑	41,052	4,947,441	255.7%	121.8%	0.4%	0.7%
13	Belgium↑	23,552	4,729,650	18.7%	195.4%	0.2%	0.6%
14	Turkey↑	78,721	4,016,078	14.3%	5.3%	0.8%	0.5%
15	Saudi Arabia↑	18,634	3,727,908	1096.8%	3012.1%	0.2%	0.5%
16	Taiwan↓	73,377	3,033,502	-2.6%	-28.0%	0.8%	0.4%
17	Canada	46,595	2,753,390	-2.2%	19.1%	0.5%	0.4%
18	United Kingdom↓	37,415	2,601,548	-58.3%	-29.4%	0.4%	0.3%
19	Poland↓	49,784	2,497,943	-27.5%	-15.5%	0.5%	0.3%
20	Philippines↓	10,798	2,291,858	-58.4%	-60.2%	0.1%	0.3%

Note: ↑ means export volume and amount up over the same period last year, ↓ means export volume and amount down over the same period last year.

Japan, USA and HK are top three export market for China's vehicle navigation device, and the export value rate was accounted to 27%, 23.5%, 11.8% separately at the first five months in 2012.

With point of growth for export volume, the countries/regions with significant growth are Japan (57.3% growth), Russia (increased 42.6%), Korea (increased 255.6%), Malaysia (255.7% growth) and Saudi Arabia (1096.8% growth): the countries/regions with significant down are UK (58.3 down), Philippines (down by 58.4%),USA (22.1% down), and Germany (30.1% down).

----- GPS on Made-in-China.com -----



▼ [Solar Personal GPS Tracker](#)



▼ [Vehicle Tracker GPS, RFID Driver Identity](#)



▼ [Car GPS](#)



▼ [4.3 GPS Navigation / GPS](#)



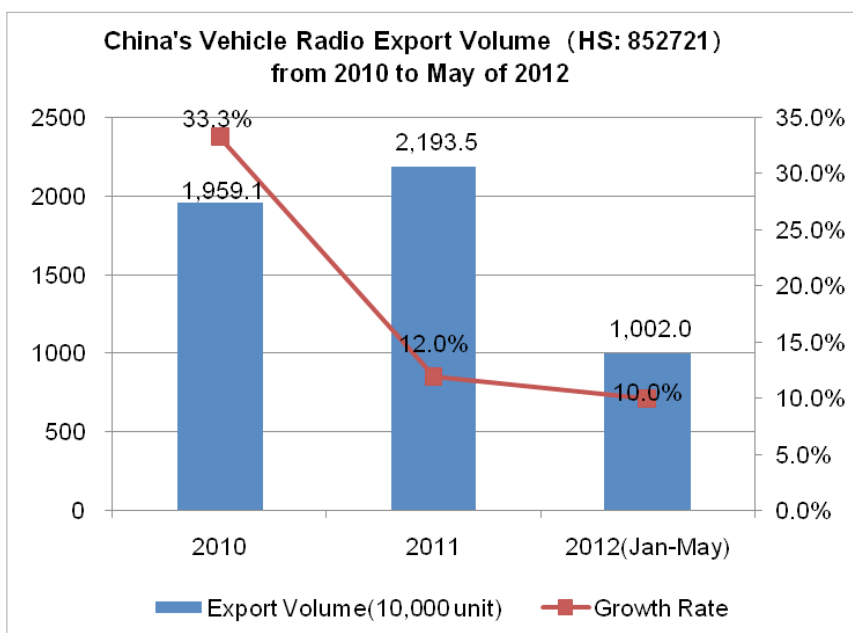
▼ [4.3 Inch GPS + 4GB Memory Car GPS](#)



▼ [GPS \(7.0WVGA1\)](#)

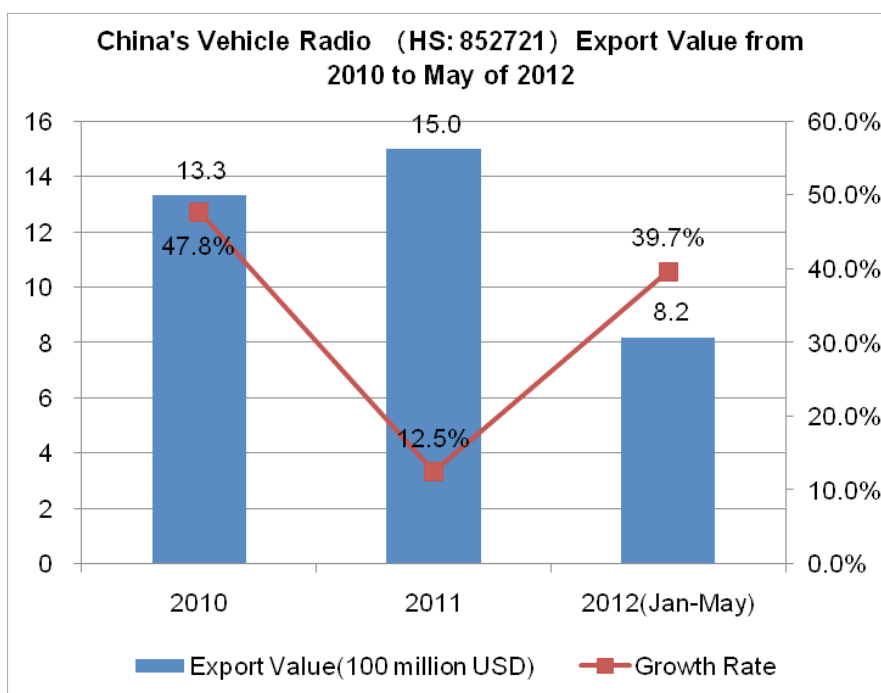
3.4. The Trend of China's Vehicle Radio (HS: 852721) Exports from 2010 to May of 2012

3.4.1. The Trend of China's Vehicle Radio Export Volume(HS: 852721) from 2010 to May of 2012



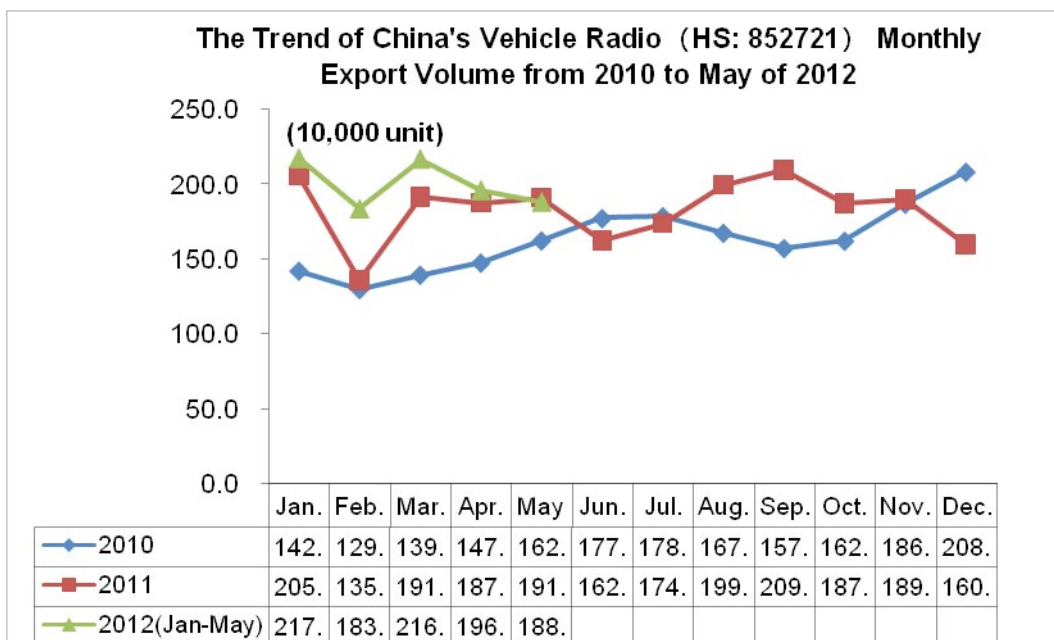
The vehicle Radio exports volume was a year-on-year growth trend from 2010 to May of 2012, but the growth rate slowed down significantly from 2011. The exports increased 10% in at 1-5 of 2012 over the same period before, reached 10.02 million units.

3.4.2. The Trend of China's Vehicle Radio (HS: 852721) Export Value from 2010 to May of 2012



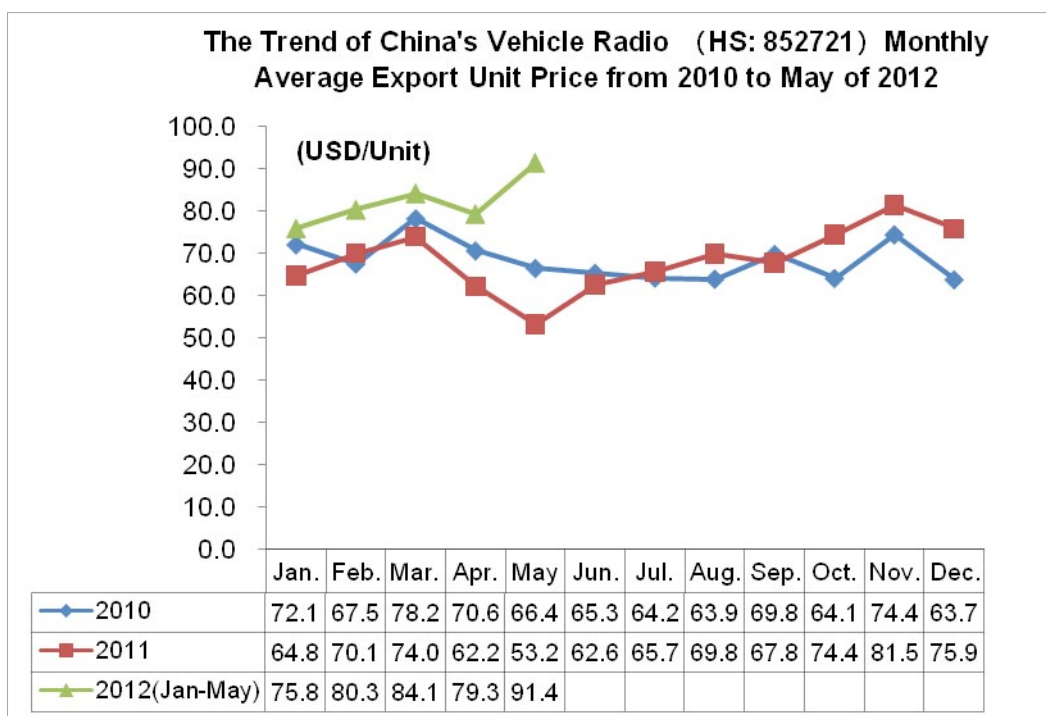
The vehicle Radio exports value took a year-on-year growth trend from 2010 to May of 2012, the export volume growth rate slowed down significantly at 1-5 of 2012, only 10% increased, but the export value highly increased 39.7% at the same time.

3.4.3. The Trend of China's Vehicle Radio(HS: 852721) Monthly Export Volume from 2010 to May of 2012



As the figure shows, the China's vehicle radio export have not seasonal changed.

3.4.4. The Trend of China's Vehicle Radio (HS: 852721)Monthly Average Export Unit Price from 2010 to May of 2012



The vehicle radio monthly average export unit cost took a 0.5% growth in 2011 over the last year, but it highly increased 26.7% at 1-5 of 2012 over the same time of 2011.

3.4.5. The Major Country/Region of China's Vehicle Radio (HS: 852721) Export at 1-5 of 2012

No.	Countries/ Regions	Volume (Unit)	Value (USD)	Over the same period of last year		Volume Ratio	Value Ratio
				Volume	Value		
1	USA ↑	3,748,127	399,587,278	46.5%	73.2%	37.4%	48.6%
2	Japan ↑	1,212,095	175,746,802	41.4%	33.7%	12.1%	21.4%
3	Korea ↑	420,764	53,076,941	44.9%	91.2%	4.2%	6.5%
4	Panama ↑	694,171	31,141,085	71.2%	95.6%	6.9%	3.8%
5	HK ↓	699,126	24,710,062	-50.0%	-46.3%	7.0%	3.0%
6	Belgium ↑	307,019	15,594,089	412.1%	564.3%	3.1%	1.9%
7	Russia	179,126	12,079,799	-1.1%	143.9%	1.8%	1.5%
8	Germany ↓	183,100	11,644,113	-24.3%	-25.7%	1.8%	1.4%
9	Thailand ↑	119,420	10,681,174	25.3%	69.8%	1.2%	1.3%
10	Australia ↑	65,051	9,829,861	34.1%	25.0%	0.6%	1.2%
11	India ↓	195,893	9,159,923	-7.9%	-14.4%	2.0%	1.1%
12	Netherlands ↑	183,442	6,395,863	39.8%	17.2%	1.8%	0.8%
13	Ukraine ↓	285,119	6,139,449	-8.2%	-10.4%	2.8%	0.7%
14	Iran ↓	160,223	5,818,668	-37.1%	-35.6%	1.6%	0.7%
15	Taiwan ↑	71,394	5,797,788	8.3%	17.4%	0.7%	0.7%
16	Brazil ↓	175,155	4,132,569	-44.9%	-43.0%	1.7%	0.5%
17	Turkey ↓	209,478	3,784,687	-28.4%	-30.1%	2.1%	0.5%
18	Mexico ↑	114,252	3,762,115	102.7%	95.2%	1.1%	0.5%
19	UAE ↑	107,886	2,874,914	43.3%	45.2%	1.1%	0.3%
20	France ↓	73,123	2,756,706	-37.8%	-27.5%	0.7%	0.3%

Note: ↑ means export volume and amount up over the same period last year, ↓ means export volume and amount down over the same period last year.

The United States is the biggest export market for China's vehicle radio exports, and the output of exports reached 3.748 million units at 1-5 of 2012, accounted 37.4% of total, 46.5% growth over the same period before. The Japan is the second biggest market, and took a 12.1% rate of whole exports.

With point of growth for export volume, the countries/regions with significant growth are Belgium (412.1% growth), Mexico (increased 102.7%), and other countries with growth over 40% includes USA, Japan, Korea, Panama and UAE. The countries/regions with significant down has HK (50% down), Iran (down by 37.1%), Brazil (44.9% down), and France (37.8% down).

----- Car Radio on Made-in-China.com -----



▼ [Car Radio /USB/SD/MP3 Player \(CA3208\)](#)



▼ [Car Radio with Digital Panel GPS](#)



▼ [Yaesu FT-1907 UHF Car Radio](#)



▼ [Car Radio with MP3 Player \(DMC-9088\)](#)



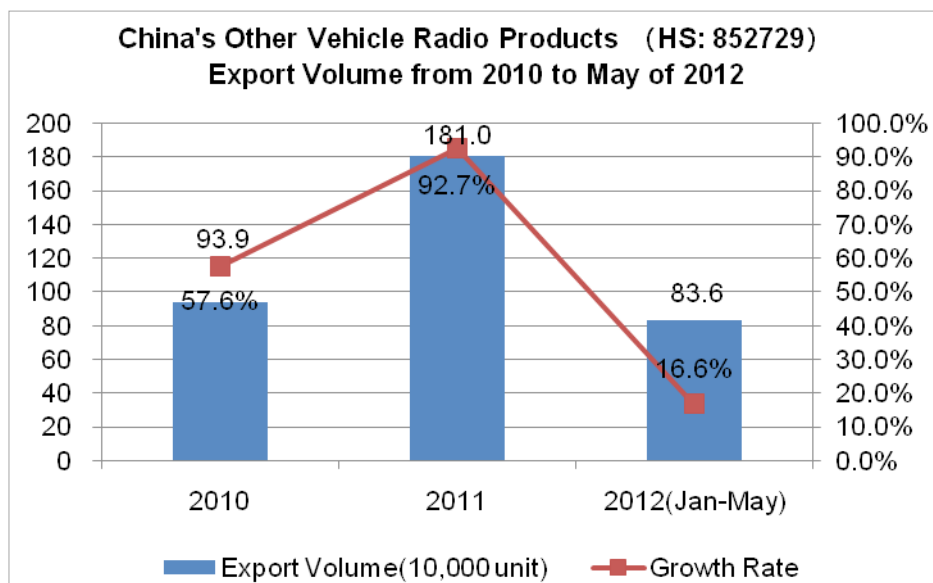
▼ [Car Radio for Mitsubishi Asx](#)



▼ [6.5 Special Car Radio for Peugeot 307](#)

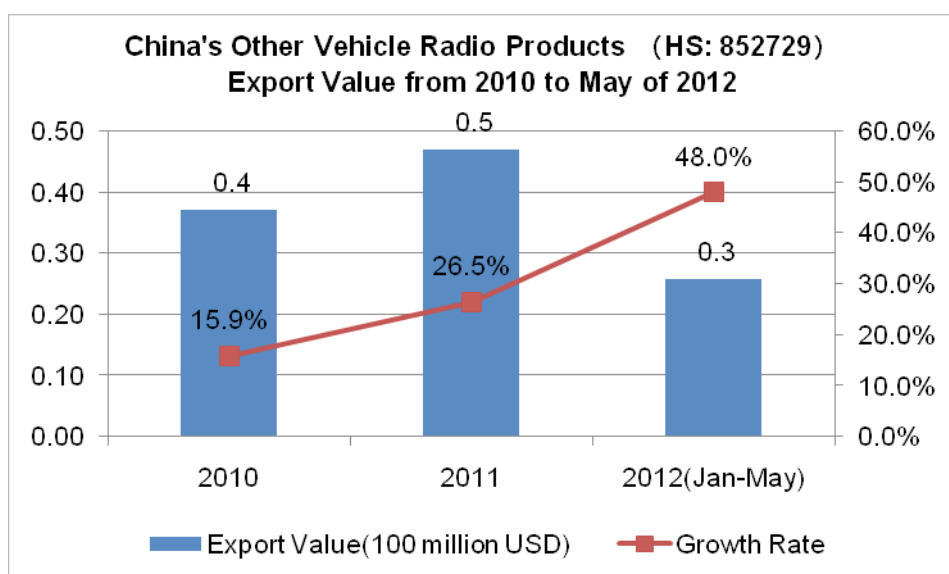
3.5. The Trend of China's Other Vehicle Radio Products(HS: 852729) Exports from 2010 to May of 2012

3.5.1. The Trend of China's Other Vehicle Radio Products (HS: 852729)Export Volume from 2010 to May of 2012



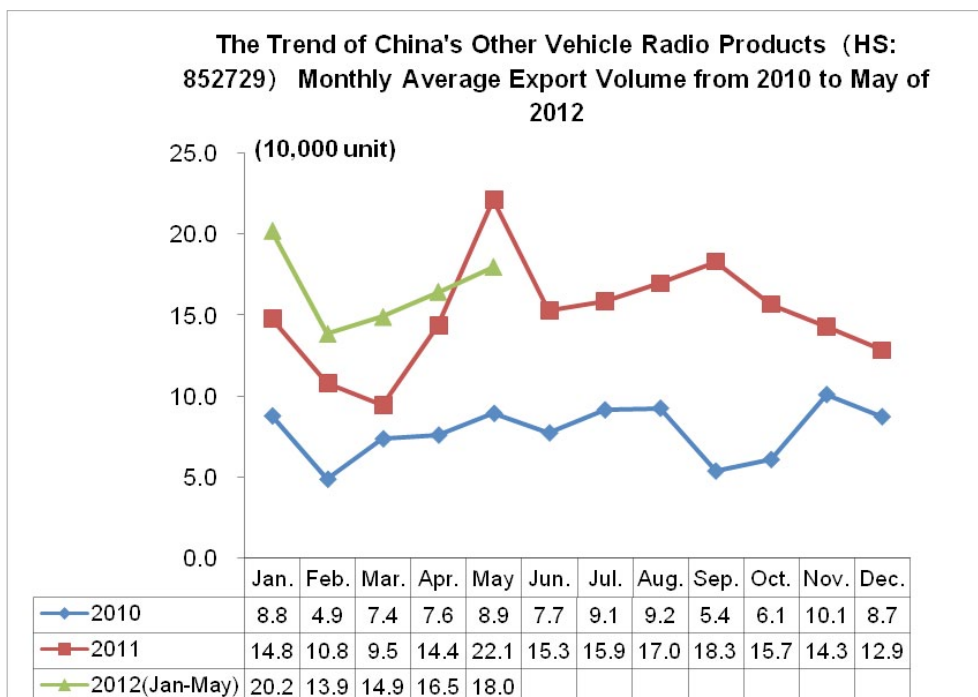
The other vehicle Radio products export volume value took a year-on-year growth trend from 2010 to May of 2012, the export volume growth rate slowed down significantly at 1-5 of 2012 over the same time of 2010 and 2011; only 16% increased, and reached 8.36 million units.

3.5.2. The Trend of China's Other Vehicle Radio Products (HS: 852729)Export Value from 2010 to May of 2012



The other vehicle Radio products export value took a strongly growth trend from 2010 to May of 2012, the export value increased 48% at 1-5 of 2012 over the same period before.

3.5.3. The Trend of China's Other Vehicle Radio Products(HS: 852729) Monthly Average Export Volume from 2010 to May of 2012



As the figure shows, the China's other vehicle radio products export has not seasonal changed. The exports kept strong increasing at 1-4 of 2012, but the growth rate slowed down at 5 of 2012 compared with the same month of last year.

3.5.4. The Trend of China's Others Vehicle Radio Products(HS: 852729) Monthly Average Export Unit Price from 2010 to May of 2012



As the figure shows, the China's other vehicle radio products monthly average export unit cost

fell down significantly at 2011 over the same time before, but redounded at the end of year. The average annual export unit cost fell down 34.3 % over the last year, but it rebounded at 2012, the growth rate increased 21.2% at 1-5 of 2012 compared with the same months of last year.

3.5.5. The Major Country/Region of China's Others Vehicle Radio Products (HS: 852729) Export at 1-5 of 2012

No	Countries/ Regions	Volume (Unit)	Value (USD)	Over the same period of last year		Volume Ratio	Value Ratio
				Volume	Value		
1	Japan ↑	234,666	6,004,449	121.4%	135.7%	28.1%	23.2%
2	USA ↑	90,402	5,570,639	14.7%	56.1%	10.8%	21.6%
3	Thailand ↑	29,192	3,930,535	68.4%	78.0%	3.5%	15.2%
4	Saudi Arabia ↑	33,287	1,897,018	148.5%	164.9%	4.0%	7.3%
5	India	23,924	1,456,462	-22.9%	144.3%	2.9%	5.6%
6	HK ↑	87,311	1,348,087	85.7%	37.7%	10.4%	5.2%
7	Germany ↓	13,680	1,200,324	-29.5%	-31.5%	1.6%	4.6%
8	Brazil ↓	51,898	733,967	-75.3%	-74.5%	6.2%	2.8%
9	France ↑	40,905	610,800	305.0%	449.8%	4.9%	2.4%
10	Finland ↑	34,500	500,000	99.4%	120.0%	4.1%	1.9%
11	Turkey ↑	39,517	498,480	87.9%	122.6%	4.7%	1.9%
12	Ukraine ↑	26,498	393,968	429.3%	503.7%	3.2%	1.5%
13	Netherlands	26,509	377,204	-10.1%	6.4%	3.2%	1.5%
14	Russia	56,700	353,706	24.9%	-25.2%	6.8%	1.4%
15	Singapore ↑	9,386	203,230	78.8%	307.5%	1.1%	0.8%
16	Argentina ↑	5,555	149,329	41.0%	39.5%	0.7%	0.6%
17	UK ↑	5,408	113,979	17.4%	72.6%	0.6%	0.4%
18	UAE ↑	7,518	96,109	1153.0%	1586.1%	0.9%	0.4%
19	Sweden ↑	3,500	70,000	75.0%	75.0%	0.4%	0.3%
20	South Africa ↑	4,206	53,144	82.9%	118.3%	0.5%	0.2%

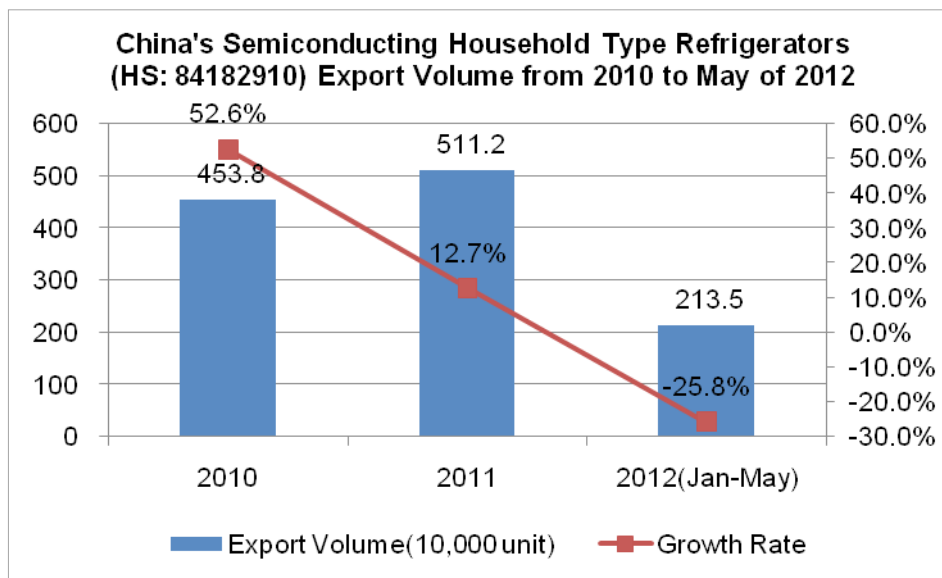
Note: ↑ means export volume and amount up over the same period last year, ↓ means export volume and amount down over the same period last year.

Japan, USA and Thailand are top three export markets for China's other vehicle radio products, and the export value rate was accounted to 23.2%, 21.6%, 15.2% separately at the first five months in 2012.

With point of growth for export volume, the countries/regions with significant growth are Japan (121.4% growth), Saudi Arabia (increased 148.5%), and Ukraine (increased 429.3%), and UAE (1153% growth): the countries/regions with significant down is Brazil (75.3% down).

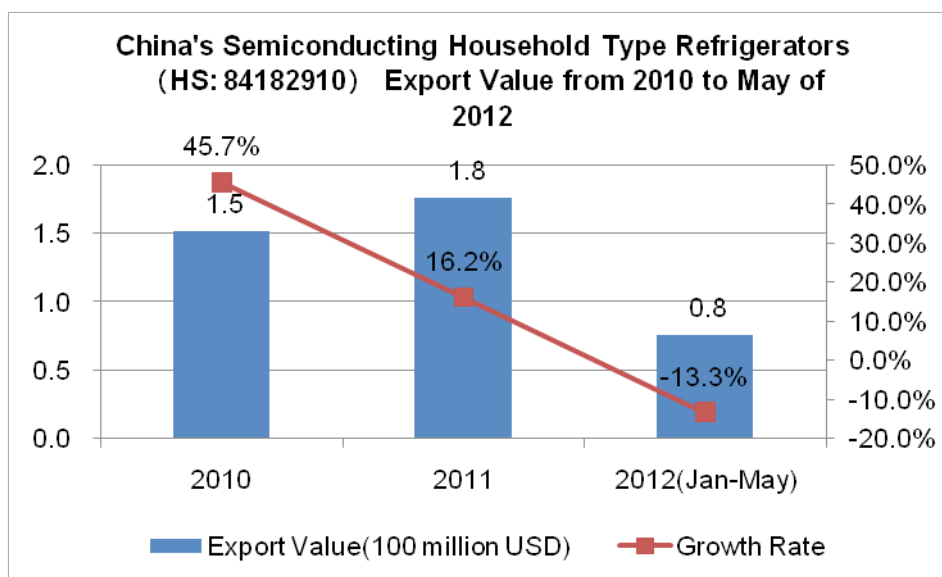
3.6. The Trend of China's Semiconducting Household Type Refrigerators(HS: 84182910) Exports from 2010 to May of 2012

3.6.1. The Trend of China's Semiconducting Household Type Refrigerators(HS: 84182910) Export Volume from 2010 to May of 2012



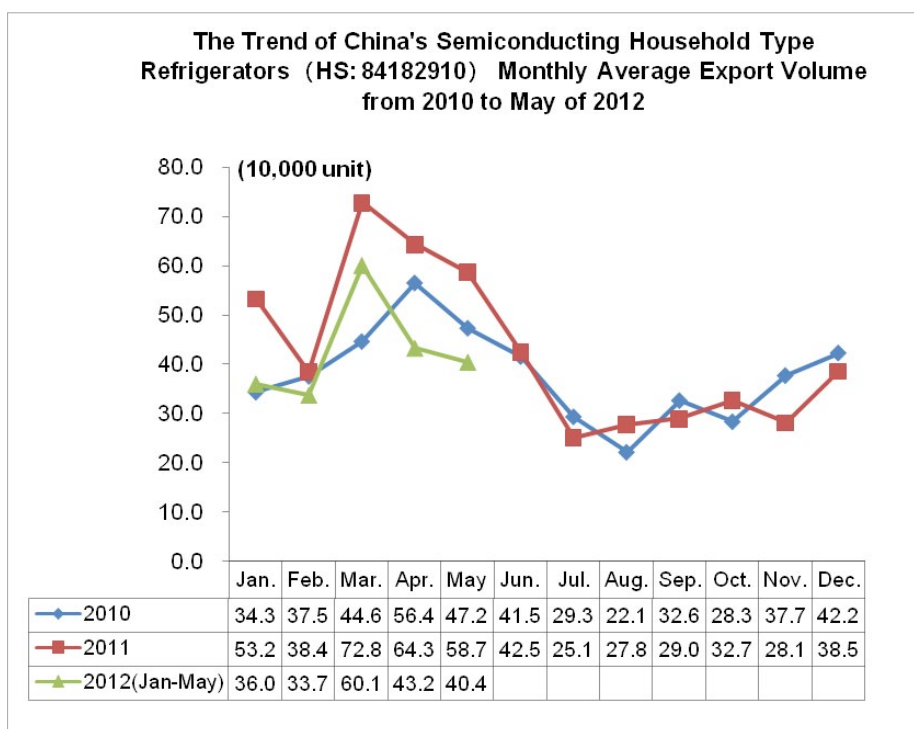
As the figure shows, the output of China's Semiconducting household type refrigerators export fell down significantly from 2010 to May of 2012. The export volume fell down 25.8 % at the first five months of 2012 over the same period of last year, and reached 21.35 million units.

3.6.2. The Trend of China's Semiconducting Household Type Refrigerators(HS: 84182910) Export Value from 2010 to May of 2012



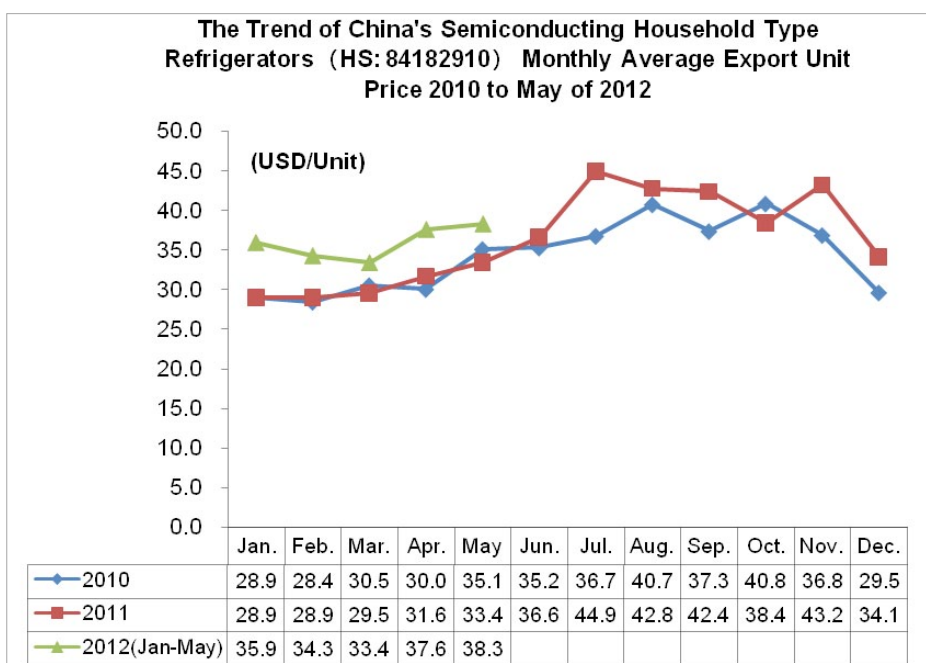
The export value kept the consult trend with the export volume, the export value fell down 13.3 % at the first five months of 2012 over the same period of last year, and reached 80 million dollar.

3.6.3. The Trend of China's Semiconducting Household Type Refrigerators(HS: 84182910) Monthly Average Export Volume from 2010 to May of 2012



As trend of export volume show, the China's Semiconducting household type refrigerators export has a significant seasonal changed. The export busy hours focus on the first half year, and the Mar and April are export peak at whole year.

3.6.4. The Trend of China's Semiconducting Household Type Refrigerators(HS: 84182910) Monthly Average Export Unit Price 2010 to May of 2012



On the Contrary, the average export unit price of second half year was higher than the first half year. The average export unit price at the first half year of 2011 took the same level with 2010, but takes a significant increasing at the second half year of 2011, and the growth was increased over the same period before. The average export unit price kept strong increasing at 1-5 of 2012, with 18% growth.

3.6.5. The Major Country/region of China's Semiconducting Household Type Refrigerators (HS: 84182910) Export at 1-5 of 2012

No	Countries/ Regions	Volume (Unit)	Value (USD)	Over the same period of last year		Volume Ratio	Value Ratio
				Volume	Value		
1	Germany↓	302,142	10,949,448	-32.8%	-10.1%	14.2%	14.4%
2	USA↓	234,372	10,631,707	-50.2%	-34.2%	11.0%	13.9%
3	Japan↓	116,852	7,677,742	-18.0%	-15.6%	5.5%	10.1%
4	Italy↓	299,466	6,842,699	-29.7%	-22.3%	14.0%	9.0%
5	France↓	137,680	5,665,066	-37.5%	-15.8%	6.4%	7.4%
6	Netherlands↑	151,934	4,305,057	10.6%	30.1%	7.1%	5.6%
7	Brazil↓	62,182	2,911,299	-18.5%	-3.6%	2.9%	3.8%
8	UK↓	80,595	2,602,292	-5.7%	-8.5%	3.8%	3.4%
9	Spain↑	63,757	2,550,712	18.0%	35.7%	3.0%	3.3%
10	Finland↓	81,298	2,503,529	-29.9%	-21.6%	3.8%	3.3%
11	Canada↓	69,174	2,488,539	-26.3%	-24.5%	3.2%	3.3%
12	Sweden↑	52,039	1,385,828	71.0%	70.4%	2.4%	1.8%
13	Poland↓	45,947	1,210,727	-1.1%	-1.8%	2.2%	1.6%
14	Australia↓	29,194	948,606	-15.4%	-19.7%	1.4%	1.2%
15	HK↑	37,420	917,774	86.9%	90.7%	1.8%	1.2%
16	Russia↓	26,877	889,876	-63.5%	-51.6%	1.3%	1.2%
17	Switzerland↑	24,989	841,827	18.3%	33.7%	1.2%	1.1%
18	Argentina↓	16,417	813,187	-43.7%	-29.3%	0.8%	1.1%
19	Demark↓	31,333	803,604	-18.3%	-22.6%	1.5%	1.1%
20	Belgium↓	22,247	781,123	-50.0%	-43.8%	1.0%	1.0%

Note: ↑ means export volume and amount up over the same period last year, ↓ means export volume and amount down over the same period last year.

Germany, USA and Japan are top three export markets for China's Semiconducting household type refrigerators, and the export value rate was accounted to 14.4%, 13.9%, 10.1% separately at the first five months in 2012.

At the first five months of 2012, the export volume of Semiconducting household type refrigerators took a rapid fell down. At top ranked 20 exports markets, the falling by 50% includes USA (50.2% down), Russia (63.5% down) and Belgium (50% down). It is worth notice that the export growth rate raised 71% for Sweden and 86.9% for HK respectively.

----- Car Refrigerator on Made-in-China.com -----



▼ [Portable Car Ice Box](#)



▼ [20L Double Chip Car Fridge](#)



▼ [Car Beverage Cooler](#)



▼ [12L Double Refrigerating for Car](#)



▼ [Portable Mini Car Refrigerators](#)



▼ [Car Refrigerator \(YT-A-700B\)](#)

The IAR Team of Made-in-China.com dedicates to surveying,excavating and collating industry information for supplying the service of timely and exact information analysis, providing necessary information and dates for clients'decision.

Thanks for reading the report, if you have any questions,opinions or advices, please contact us.

Name: Ms. Zhang Li *E-mail:* iar@made-in-china.com

Web: <http://www.made-in-china.com/communication/market-analysis.html>



Made-in-China.com
Connecting Buyers with China Suppliers



- The copyright of this report belongs to Focus Technology Co., LTD. All contents, including words, pictures and charts, are protected by relevant laws and regulations of Chinese intellectual property rights. Without the written permission, any organization or individual cannot use the information of this report in any form.
- Parts of the words and data of this report have been collected from public information sources and the copyrights belong to the original copyright holder. Without the permission of the holder and Focus Technology Co., LTD., any organization or individual cannot reuse the information in any form.
- Figures released in this report may not fully reflect actual market situation, due to the limit of research methods and the scope of samples. Focus Technology Co., LTD. does not assume legal responsibility for the accuracy of the figures in this report.