

# 2006-2007 Annual Report on Investment Opportunities in China's Automotive Elect

## 报告大纲

观研报告网

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## 一、报告简介

观研报告网发布的《2006-2007 Annual Report on Investment Opportunities in China's Automotive Elect》涵盖行业最新数据，市场热点，政策规划，竞争情报，市场前景预测，投资策略等内容。更辅以大量直观的图表帮助本行业企业准确把握行业发展态势、市场商机动向、正确制定企业竞争战略和投资策略。本报告依据国家统计局、海关总署和国家信息中心等渠道发布的权威数据，以及我中心对本行业的实地调研，结合了行业所处的环境，从理论到实践、从宏观到微观等多个角度进行市场调研分析。

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## 二、报告目录及图表目录

Research fields: engine electronic system, ABS, automotive instruments and meters, auto air-conditioner, GPS, etc. Enterprises involved: Bosch, Delphi, DICH, Motorola, Visteon, HangSheng Electronics, VALEO, Mobis, etc. Report Highlights The year 2006 experienced leapfrog development in China's automobile electronics industry, with annual output value is expected to top 100 billion yuan. Electronic products and devices take up an increased percentage in the value of automobiles, and the application percentage of mechatronic accessories is rising. On the whole, China's automobile electronics industry maintained rapid healthy development. Homemade carmakers like Chery and Jili increased R&D investment in electronic products by more than 30%, pushing the increase in the percentage of homemade automobile electronics products, including chassis electronic control system, power transmission system, and body electronic system. In the fields of engine electronic systems and safety protection systems, core technologies and markets are still in the grip of Bosch, DICH, Motorola, and other foreign enterprises. In the face of changes in industry environment and market competition, CCID Consulting releases the 2006-2007 Annual Report on Investment Opportunities in China's Automotive Electronics Industry. It helps vendors, investors, and the industry chain grasp more accurately the pulse of the automobile electronics industry, to comb the development course of segment application value. Backed by full and accurate industry description data, the report depicts the development and changes in 2006 in the dimension of industry size, regional development, industry characteristics, structure of industry chain, focus events, and M&A, to discern the industry's development trend. After examining major vendors' competition performance in 2006, it sums up major vendors' competition strategies in the dimension of size of industry segments, competition situation, and competition strategy, and reviews the makings of leading players. It presents in-depth quantitative forecast of the industry, and conducts modeling regression and expert verification for the whole industry and industry segments, and derives valuable trend analysis and quantitative results. Moreover, it examines impetuses and obstacles to market segments, and conducts multidimensional analysis of user demand.

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