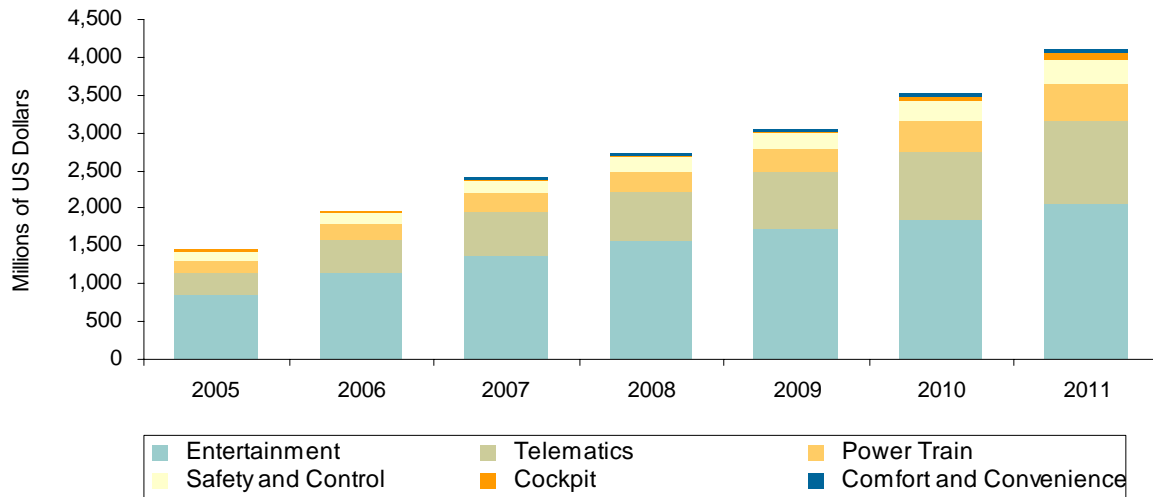


International Influence Keeps China's Automotive Supply Chain Healthy

By Isaac Wang, Analyst

China Research – Q4 2007 Topical Report

China Automotive Entertainment Semiconductor Revenue Will Surpass \$2 Billion in 2011



During the first seven months of 2007, 5 million new vehicles were purchased in China, up an impressive 24.7 percent from the same period in 2006. If sales continue at this pace, China could hit a historic high of 9 million units this year, representing annual growth of 26.6 percent, compared to total sales in 2006 of 7 million

This brisk sale of cars is causing the market for automotive electronics in China to grow substantially and is forecast to surpass its previous high and reach \$11.5 billion in 2007. Semiconductor consumption as a result of this rise in automotive electronics will exceed \$4.2 billion by 2011.

This report examines China's automotive supply chain and market with a special focus on automotive electronics. Popular products, new applications, and major players will be analyzed including auto manufacturers, automotive electronic equipment vendors and semiconductor suppliers. iSuppli's research also explores how the automotive supply chain relationship be of critical competitive advantage.

Critical Questions Answered

- ❑ What is the current automotive market situation in China?
- ❑ What are the current drive forces and trends of China automotive market?
- ❑ Who are the major players in China automotive electronic equipment market and how do they perform?
- ❑ Who are the leading automotive semiconductor suppliers and what is their market share?
- ❑ What will be the potential and perspective products in China automotive electronic market next?
- ❑ What are the uncertain but decisive political factors impacting China automotive market?

Who Should Read This Report?

- ❑ Automotive/ Automotive Electronic
 - Planning
 - Purchasing
- ❑ Semiconductor Supplier and Distributors
 - Sales
 - Marketing
 - Planning
 - Production
- ❑ Financial Community

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Forecast

- Frequency, Time Period
 - 5-year annual forecasts
- Measures
 - Sales
 - Shipments
- Regions and Markets Covered
 - China
- Detail Level
 - By application

Technologies Covered

- Automotive Electronic Technology
- Automotive Semiconductor

Applications/Products Covered

- Body and Security
- Chassis
- Cockpit
- Comfort and Convenience
- Entertainment and Navigation
- Powertrain
- Safety and Control
- Telematics

Isaac Wang, Analyst

At iSuppli, Isaac is responsible for the research and analysis of the automotive, industrial, medical, and electronics contract manufacturing markets in China. He also assists in the China Application Market Forecast Tool in these areas.

Prior to joining iSuppli, Isaac worked for STMicroelectronics as a sales engineer, where he was responsible for the key Electronics Manufacturing Service customers in East China.

Isaac holds a bachelor's degree in Electronic Engineering from Tsinghua University. He also earned a bachelor's in Mechanical Engineering from Nanjing University of Aeronautics and Astronautics.

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