



“TCC Index”

China Telematics Brands Exposure Analysis Report

2013.3-2013.5



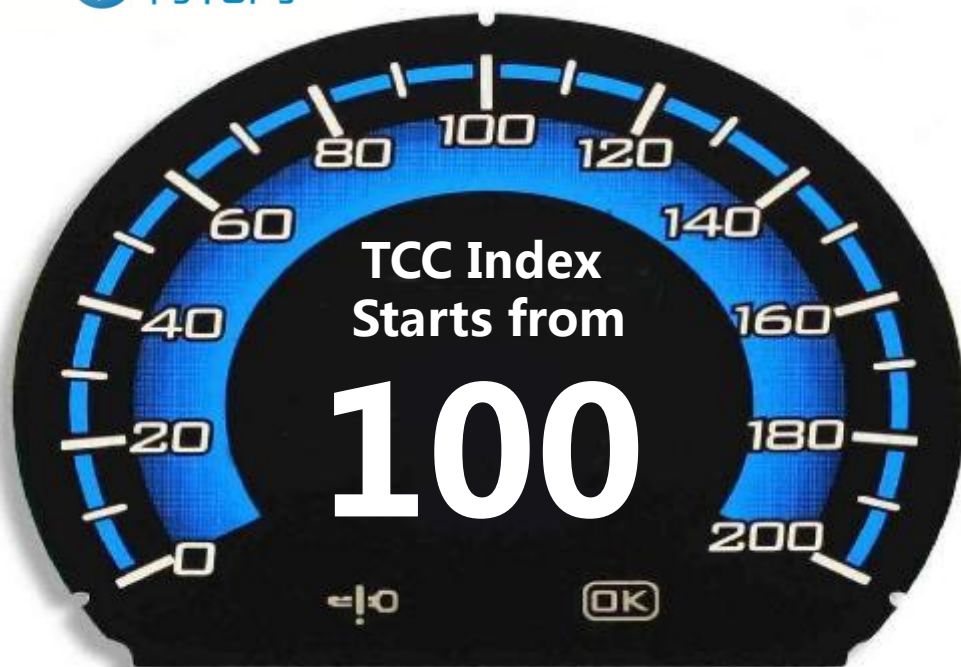
圈子对了，事就成了



营销者的信息中心

T圈梅花联合实验室
解读中国T营销密码

TCC Club Joint Lab
Interpret Telematics Brand



CAR 车迷 FAN

轿车情报

车主之友
CAR OWNERS

易车网

鳳凰網 汽車
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網易 汽車

搜 狐 汽車
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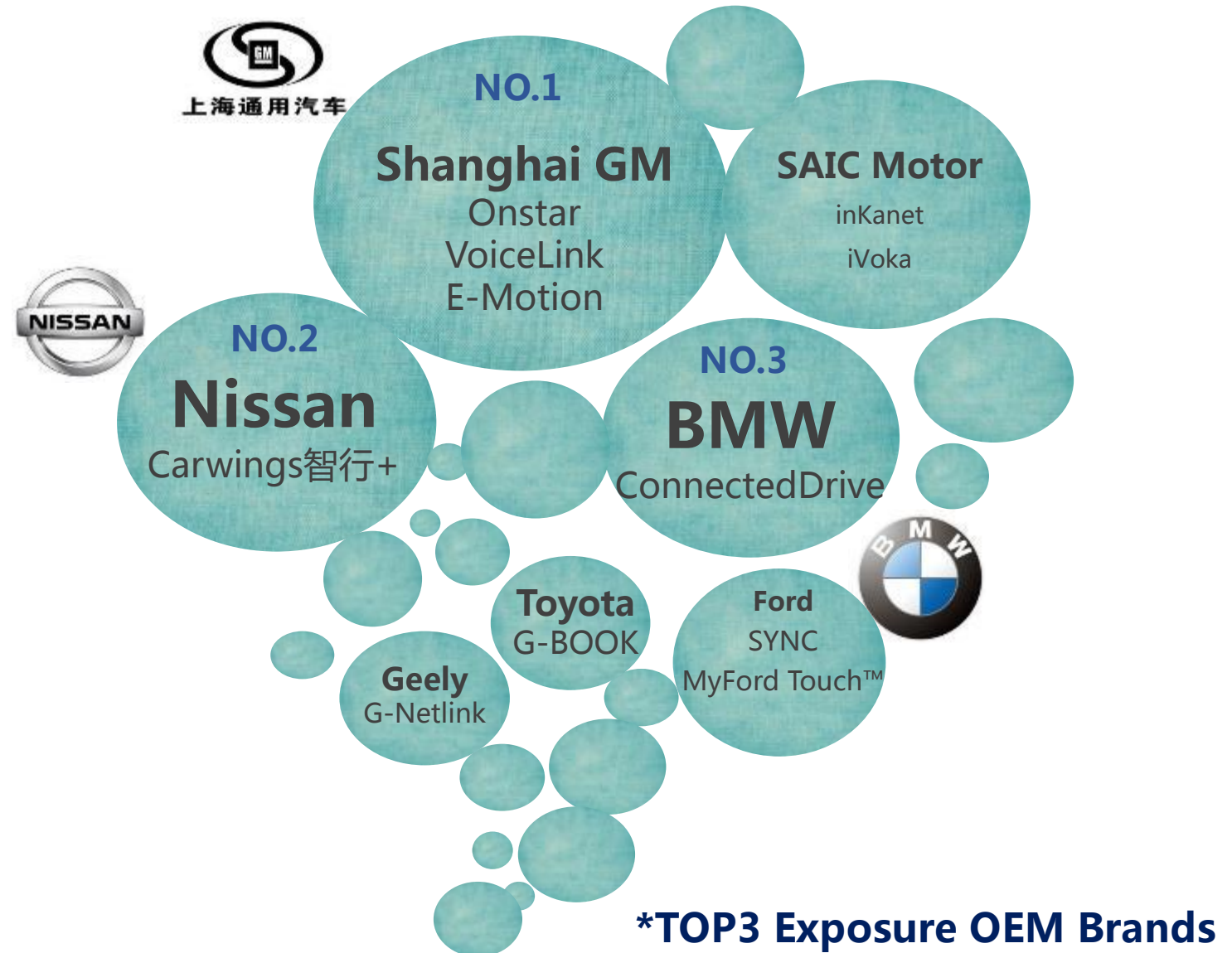
快车道

汽车网 AUTO

- TCC and Meihua.info jointly released “**TCC Index**” give a read of how much the Chinese media focus and expose Telematics in the last month to fully interpret the marketing code of each major Telematics brand.
- “TCC Index” for March 2013 started from 100. If the Index goes high, it means the Chinese media have a better focus on Telematics-related topics while the industry and companies are more active in their marketing.
- The Index current only covered OE telematics brands. It will further add commercial vehicle and aftermarket Telematics companies and brands this year.

March 2013 , OEM & Telematics Brands Exposure Rate Ranking

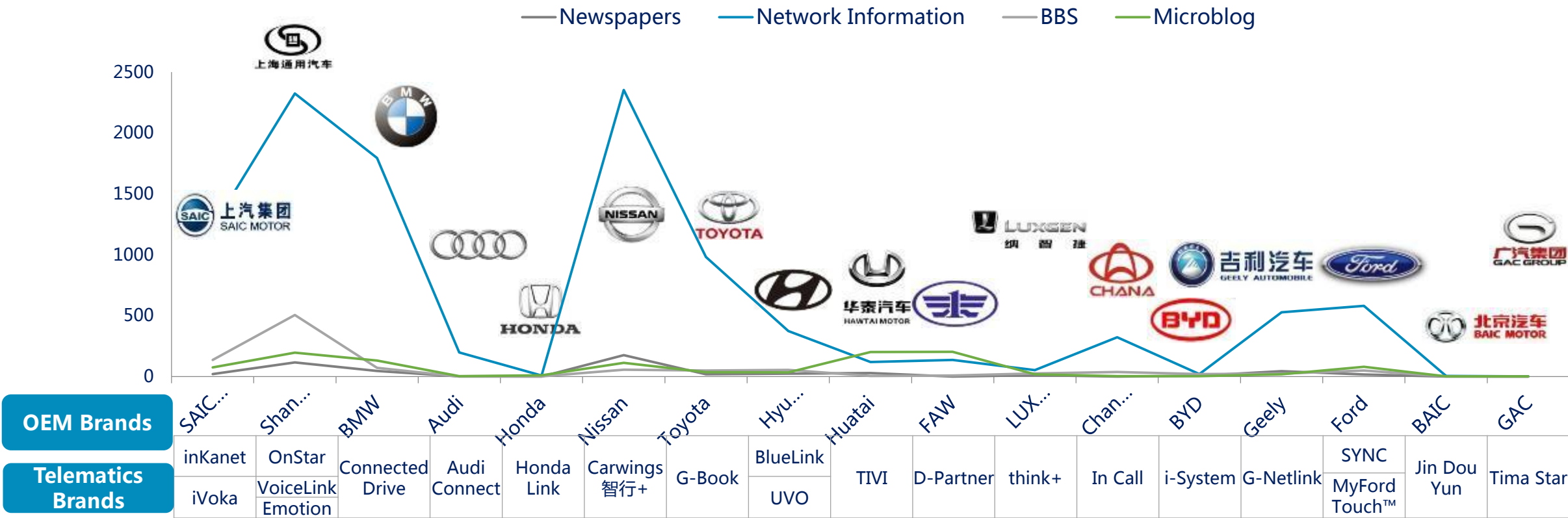
Brand	The Brand Of Telematics
SAIC Motor	inKanet、iVoka
Shanghai GM	OnStar、VoiceLink 、 E-Motion
BMW	ConnectedDrive
Audi	Audi Connect
Honda	HondaLink
Nissan	Carwings
Toyota	G-Book
Hyundai /KIA	BlueLink、 UVO
Hawtai	TIVI
FAW	D-Partner
LUXGEN	think+
ChangAn	In Call
BYD	i-System
Geely	G-Netlink
Ford	SYNC、 MyFord Touch™
BAIC	Jin Dou Yun
GAC	Tima Star



March 2013 Trend Analysis

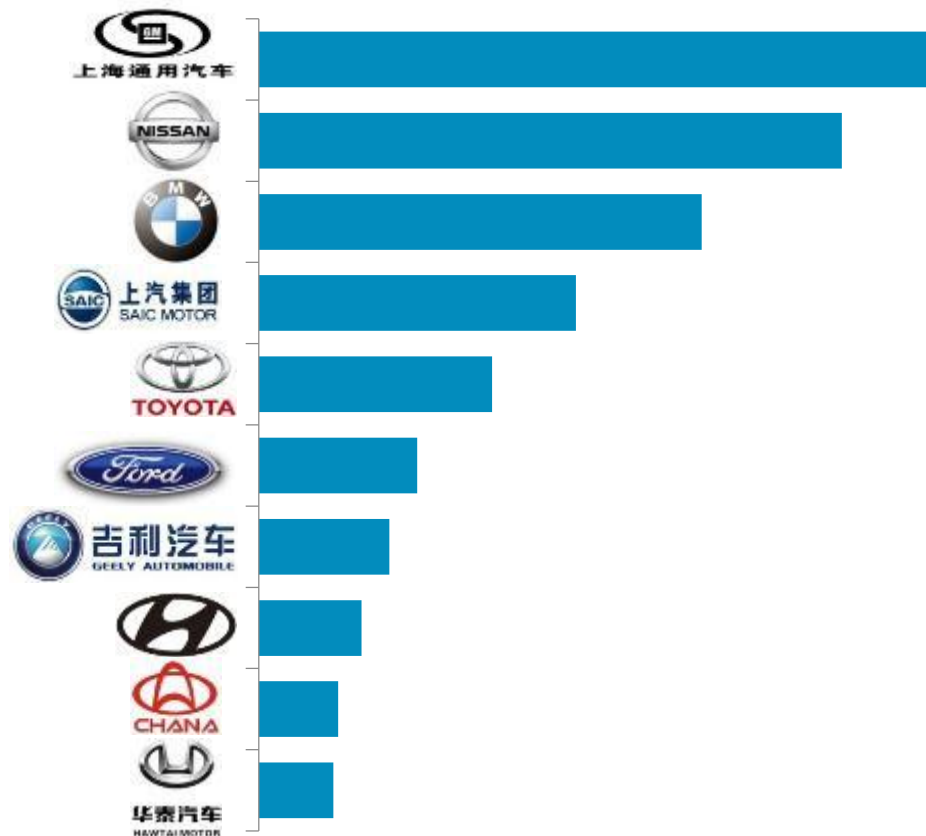
- In March 2013, online news was the main form for the exposure of all brands. Car manufacturers pushing Telematics related news and information to customers as their vehicle’ s unique selling points.

China OE Telematics Brands Exposure Rate 2013.3



March 2013 , Telematics Brands contribution breakdown

TOP10 Of The Rank (2013.3)



No.1



77.4%



15.4%



7.3%

No.2



100%

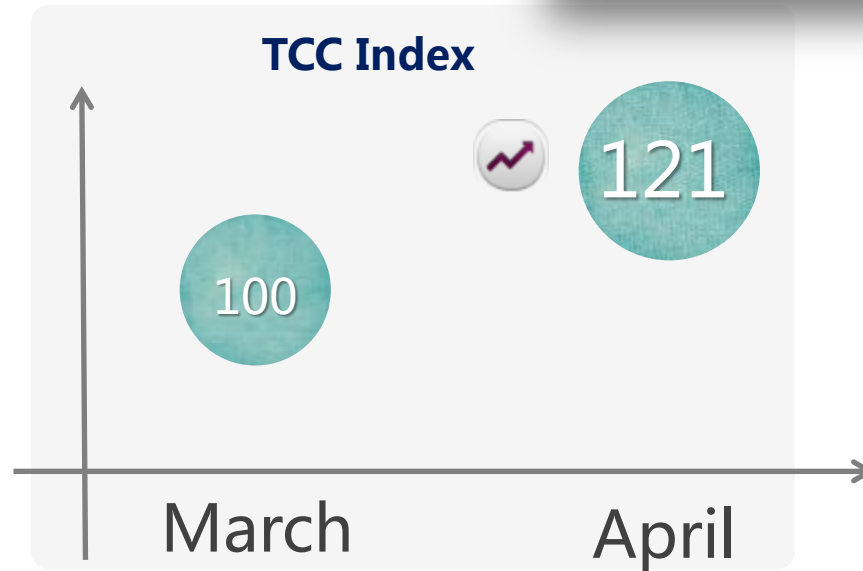
No.3



100%

April 2013 “TCC Index” Summary

2013 Shanghai Auto Show



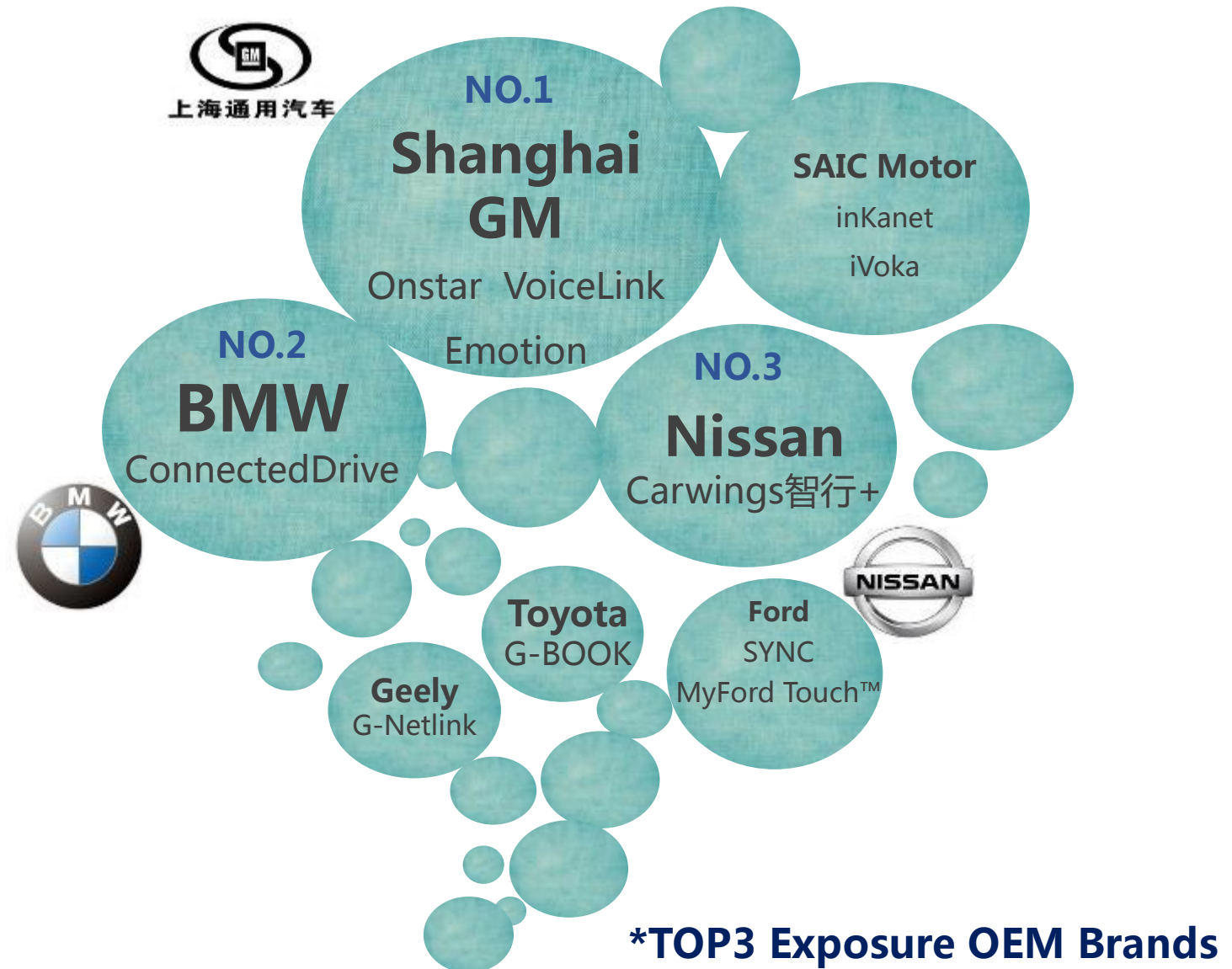
April 2013 , Add A New Brand :



Qoros - Qoros Qcloud

April 2013 , OEM & Telematics Brands Exposure Rate Ranking

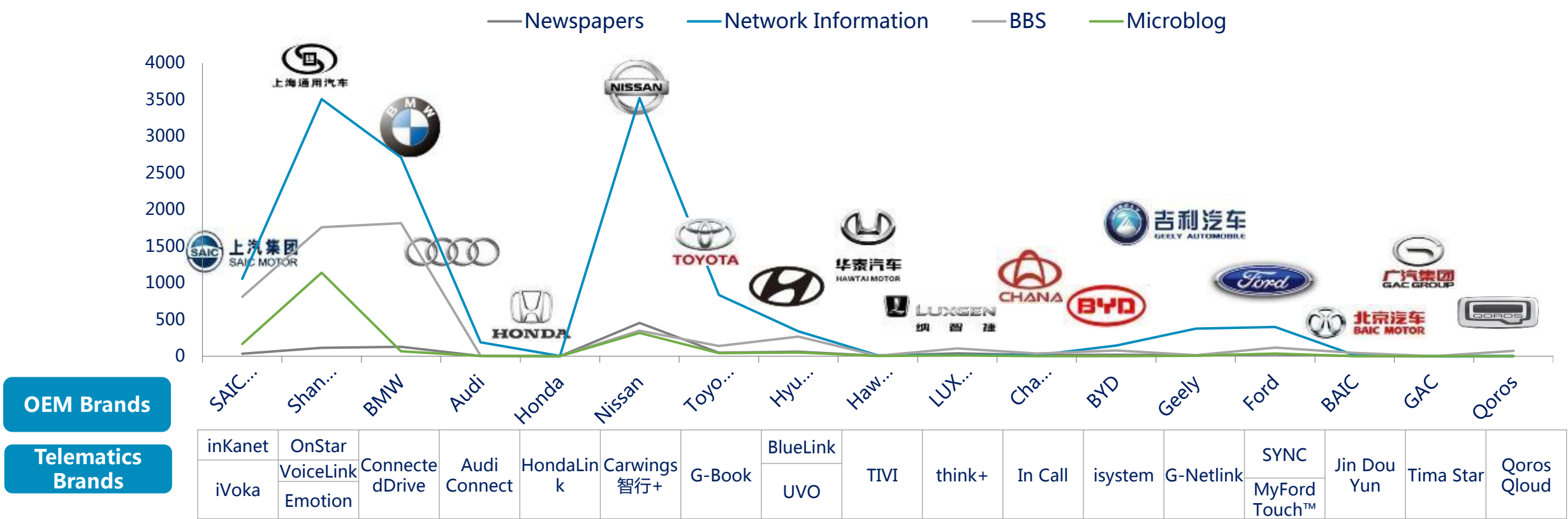
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Hyundai /KIA	BlueLink、 UVO
Hawtai	TIVI
FAW	D-Partner
LUXGEN	think+
ChangAn	In Call
BYD	i-System
Geely	G-Netlink
Ford	SYNC、 MyFord Touch™
BAIC	Jin Dou Yun
GAC	Tima Star
Qoros	Qoros Qloud



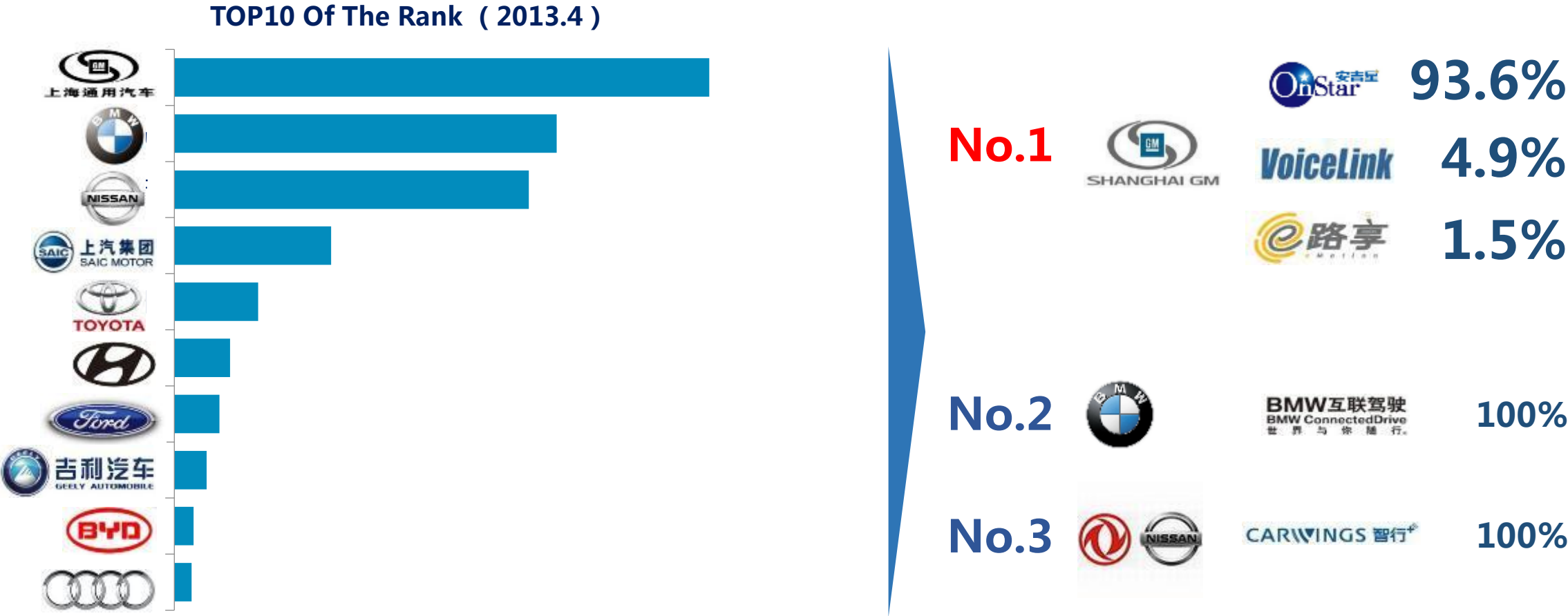
April 2013 Trend Analysis

- In April 2013, online news was still the top priority for the promotion of all brands. Motivated by Shanghai International Auto Show, all manufacturers produced a bundle of new releases, which were forward by dealer over and over again. Telematics attracted a lot of attention as an advanced tech.

China OE Telematics Brands Exposure Rate 2013.4



April 2013 , Telematics Brands contribution breakdown



May 2013 “TCC Index” Summary

“The 15th Shanghai International Automobile Industry Exhibition is finished successfully”



TCC Index

111



112

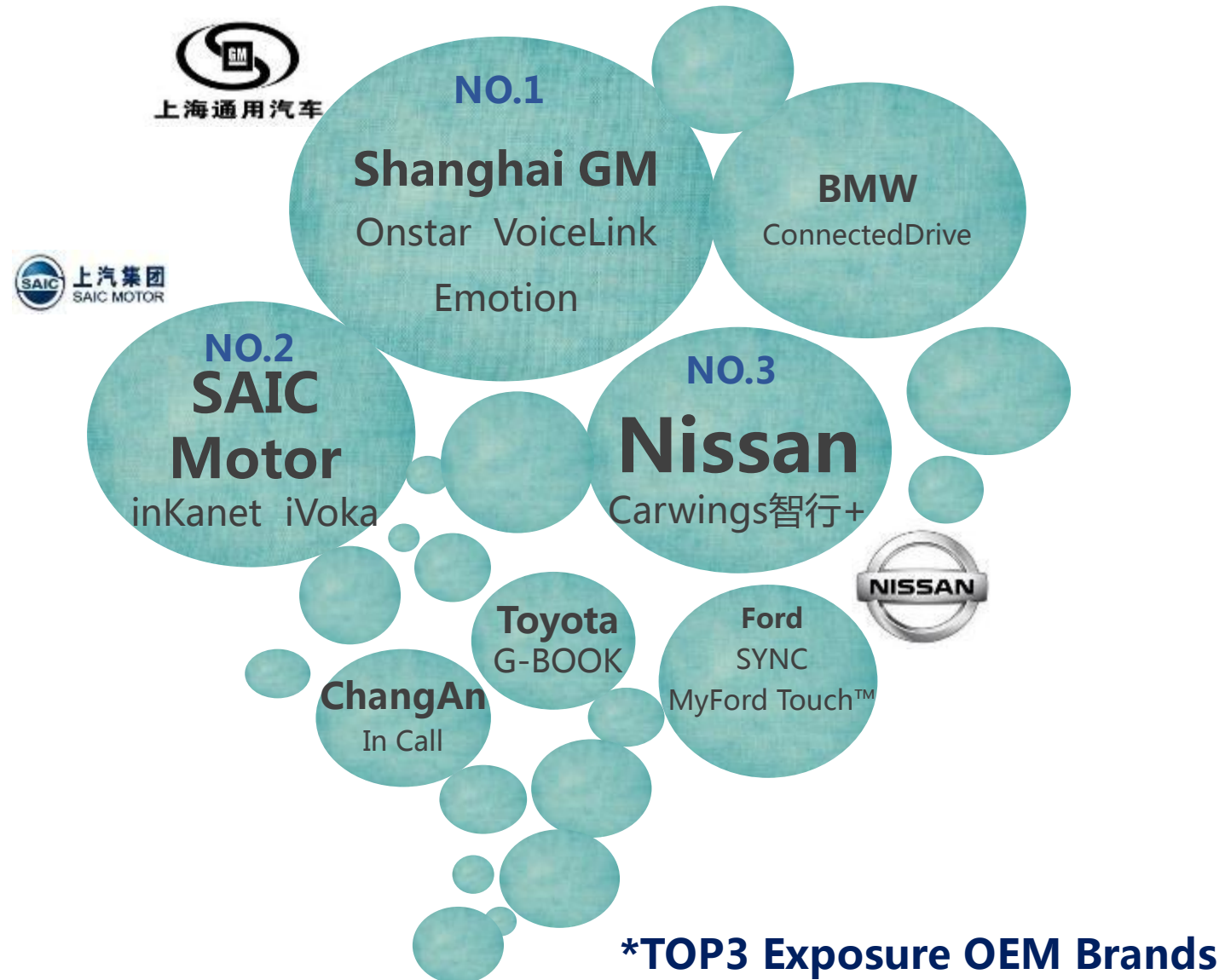
3月

4月

5月

May 2013 , OEM & Telematics Brands Exposure Rate Ranking

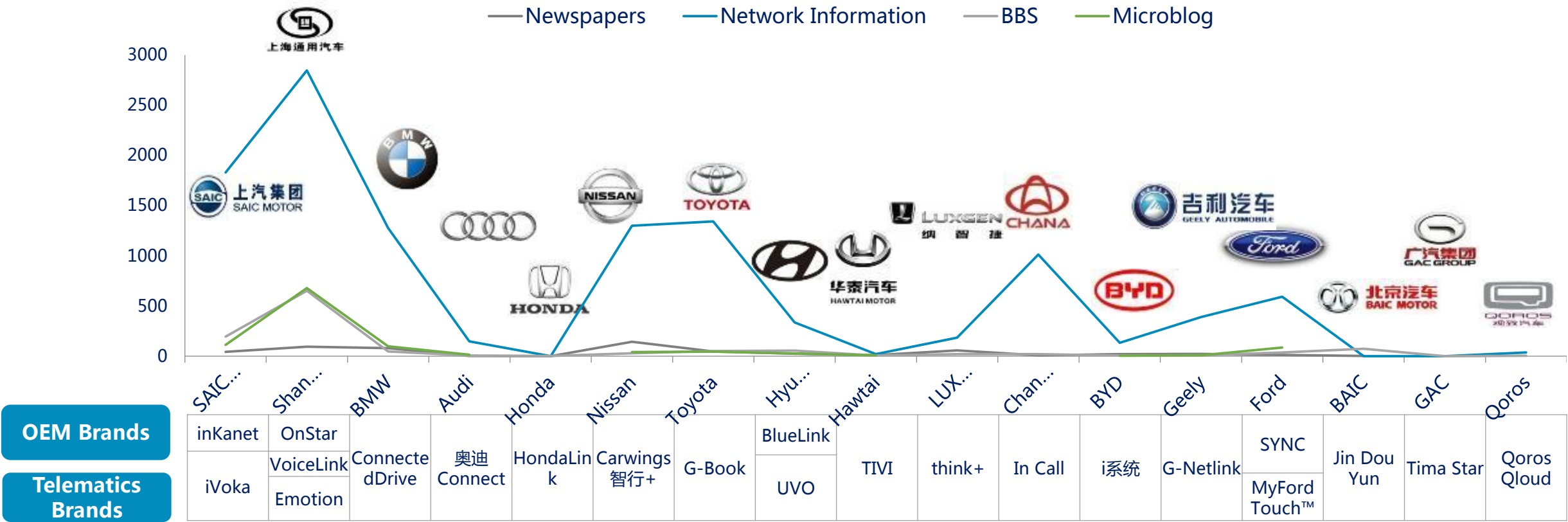
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Hyundai /KIA	BlueLink、 UVO
Hawtai	TIVI
FAW	D-Partner
LUXGEN	think+
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BYD	i-System
Geely	G-Netlink
Ford	SYNC、 MyFord Touch™
BAIC	Jin Dou Yun
GAC	Tima Star
Qoros	Qoros Qloud



May 2013 Trend Analysis

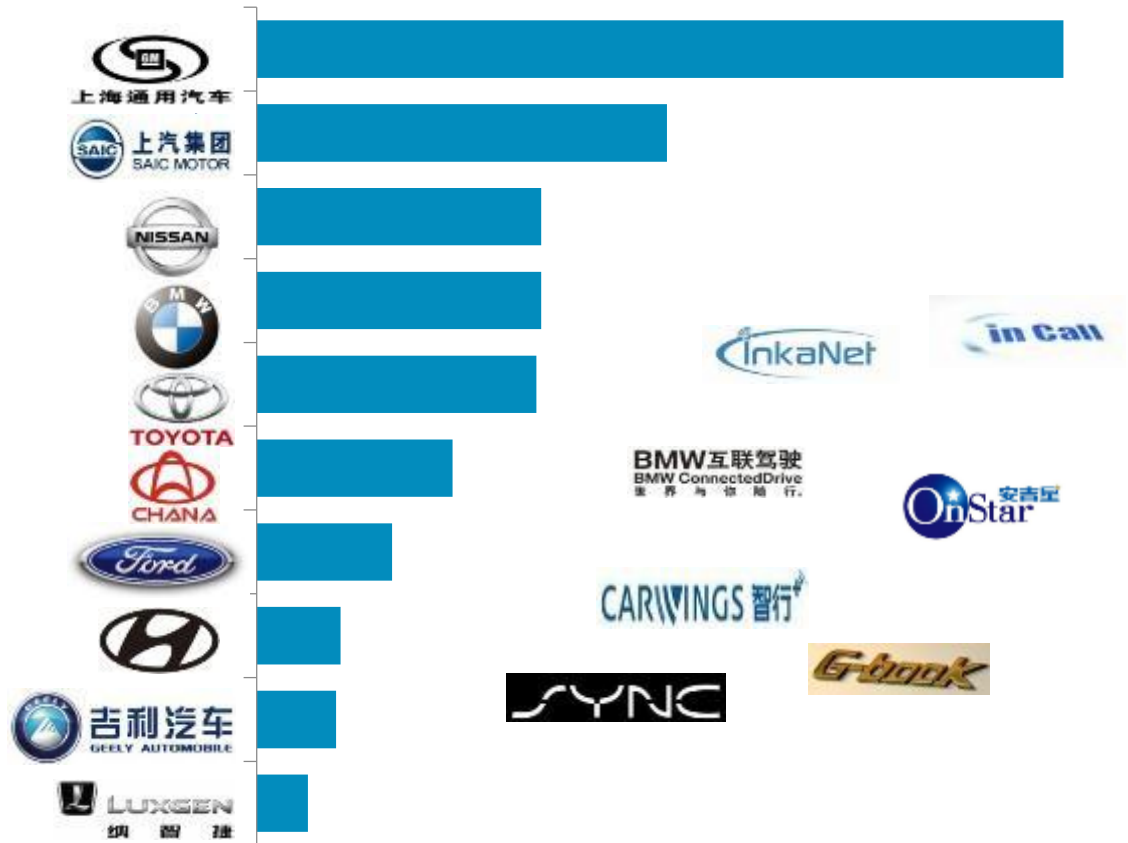
- ❑ In May 2013, online news got more active thanks to GMIC and more brands came in the spotlight. But vitality of BBS and Microblog got a drop due to Shanghai Auto Show came to an end. Newspapers kept a tepid attitude toward Telematics.

China OE Telematics Brands Exposure Rate 2013.5



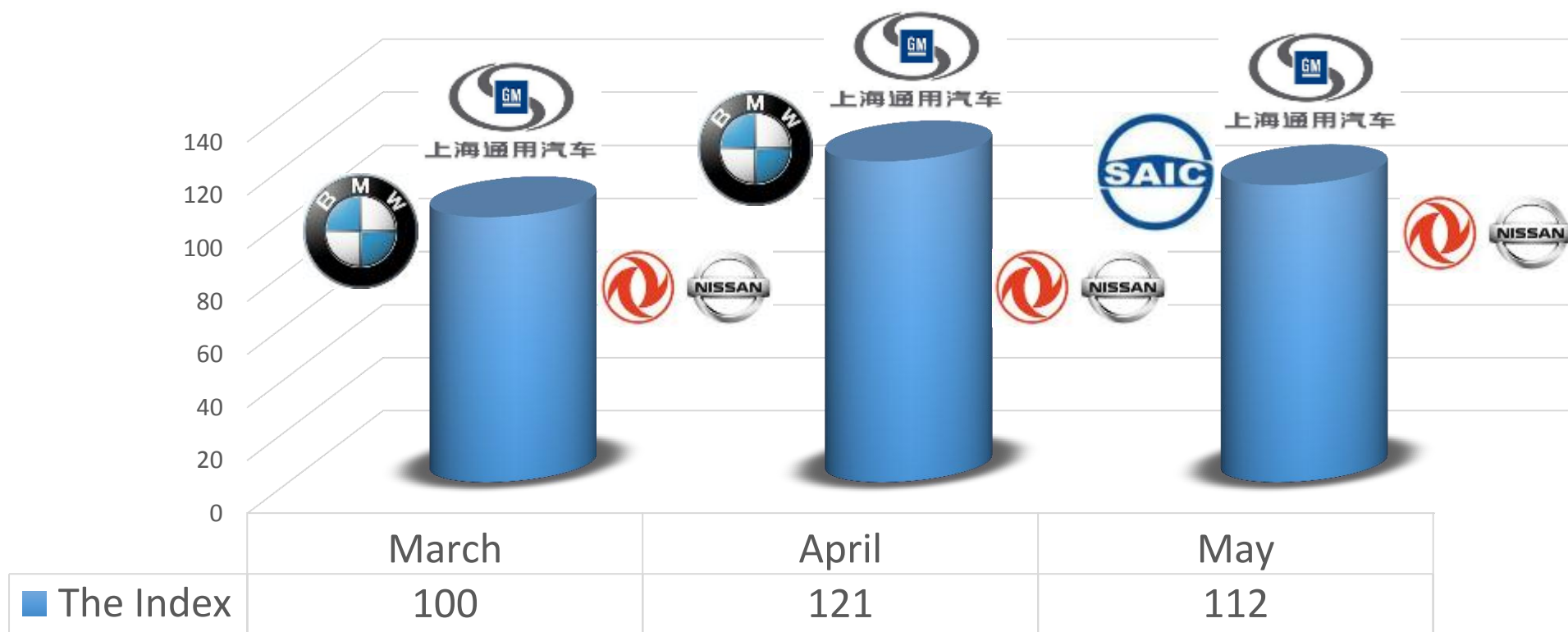
May 2013 , Telematics Brands contribution breakdown

TOP10 Of The Rank (2013.5)



No.1		 85.1%
		8.5%
		6.4%
No.2		 100%
No.3		 100%

2013 TCC Index Of China Telematics (March-May)



 **10k+ Users / 2 OEMs in 2009**

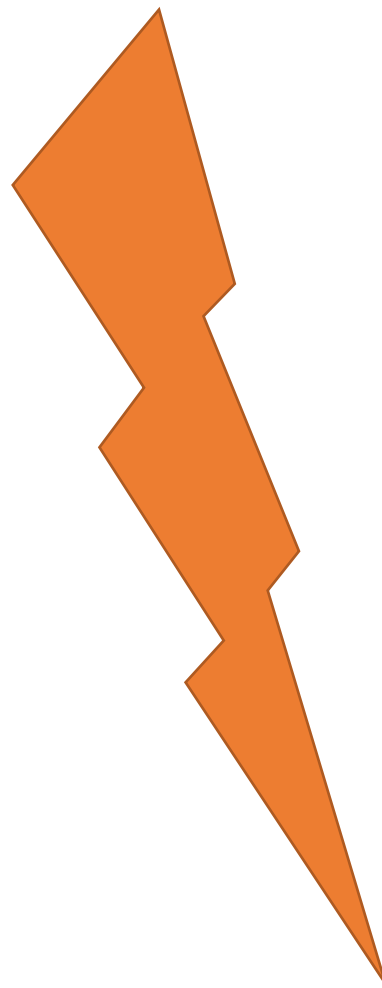
 **1000k+ Users / 20+ OEMs in 2013**

 **600m+ Mobile Internet Users**

 **300m+ Mobile Map/Navigation Users**



1000k+ Users
20+ OEMs



600m+ Mobile
Internet Users



高德地图iOS版

让生活更有“位”道

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- 停车场数据全面更新，泊车不再头疼
- 新增分享到汽车功能，支持荣威和MG iVoka车型及比亚迪部分车型
- 位置详情信息全面更新，更实用更贴心

2013年6月13日 (版本5.1.2)

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Tomorrow Afternoon

Thank you!