



FUTURE POWERTRAINS FOR CHINA

AN INDUSTRY AT A CROSSROADS | AN IHS GLOBAL INSIGHT SPECIAL STUDY



**GLOBAL
INSIGHT**



The Chinese automotive industry is at a crossroads. Already the third-largest vehicle-producing nation in the world, demand in China is burgeoning and there is high pressure from the government to export cars. But important environmental concerns are front and center. China has recently been identified as the world's biggest polluter. The government wants to clean up its air and would like the Chinese automotive industry to take a leadership role in technologies of the future — including battery-electric vehicles charged from a carbon-intensive electric power grid. New technology, however, takes years to develop.

Should China adopt conventional powertrains to rapidly ramp up production and meet local demand, while simultaneously exporting to markets using similar powertrains? Or should the Chinese OEMs invest in future technologies, meeting near-term demand by purchasing powertrain technology and even components and systems from partners and suppliers based offshore, thereby positioning themselves to take “early mover” advantage in advanced 21st century powertrain technology.

► **FUTURE POWERTRAINS FOR CHINA**

IHS Global Insight's *Future Powertrains for China* study focuses exclusively on these and other key issues in the Chinese market. Our Shanghai-based experts, supported by our global Powertrain team, clarify the apparent paradoxical situation with a thorough analysis of:

- Current and expected consumer needs for mobility
- The evolution of the Chinese infrastructure for personal mobility
- The current status and capabilities of the domestic automotive industry and the Chinese supply chain
- Research and development (R&D) thrusts of the government, academia, and the industry



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▶ **STUDY METHODOLOGY**

The study addresses the uncertainties of this market through in-depth interviews with a broad range of stakeholders and decision makers including:

- Advanced R&D personnel, including OEMs and key suppliers
- Government officials
- Academics
- R&D houses

The findings of the interviews are synthesized into forecasts. This synthesis is based in the context of the automotive market and current powertrain programs as catalogued and banked in IHS Global Insight's Asian Vehicle and Powertrain Forecasting Services.

▶ **BENEFITS**

Clients can use this study to:

- Enhance mid- and long-range business, research, and manufacturing planning
- Better understand the drivers that provide the impetus for powertrain developments in the Chinese market
- Anticipate possible responses of the Chinese industry to:
 - Pressures to develop advanced technologies
 - Market demand
 - Export opportunities
- Identify business opportunities for suppliers and OEMs
- Highlight potential Chinese automotive export products that may compete with traditional suppliers

The study is presented in a written, electronic report. In-person PowerPoint® presentations of the study findings are also offered at seminars in China, Europe, the United States, and Japan, subject to confirmation of interest.

IHS Global Insight powertrain experts are also available for on-site presentations and discussions of the expected powertrain developments in China and their potential impact on your business. (Optional)



▶ **MORE INFORMATION**

For more information, go to www.ihsglobalinsight.com/powertrain-china

▶ **ABOUT IHS GLOBAL INSIGHT AUTOMOTIVE**

IHS Global Insight’s Automotive Group is comprised of 115 dedicated, full-time employees located in 12 offices, in eight countries across three continents. Collectively, we have over 650 years of experience working in the automotive industry. Many of our staff have previously been employed in various analytical, planning, engineering, and management positions at over 40 different vehicle manufacturers, suppliers, and automotive consulting and information companies.

The automotive team includes graduates in many relevant disciplines, including economics, business studies, and engineering, and is fluent in more than 15 languages. We believe that no other automotive information supplier has the diversity, experience, and expertise of the Automotive Group at IHS Global Insight.

Our automotive analysts and consultants are dedicated to providing superior-quality information, analysis, forecasting, and advisory services to organizations involved with the automotive industry. They assist in the understanding of market forces and trends through the provision of reliable, timely, and accurate intelligence and assessments, supporting our clients in the development of more effective business strategies and the achievement of better financial results.

THE POWER OF PERSPECTIVE

ABOUT IHS GLOBAL INSIGHT: IHS Global Insight (www.ihsglobalinsight.com) provides the most comprehensive economic and financial information on countries, regions, and industries available from any source. IHS Global Insight’s immediate and insightful analysis of market conditions and key events enables innovative and successful decision making for clients around the world. IHS Global Insight employs approximately 700 employees in 13 countries.

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