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China Automotive Industry Yearbook 2010 -Automobile-

Automakers' Product Strategies for the Expanding China Market

●Size: A4 / 280 pages+CD ●Scheduled Publication Date: Nov. 30, 2010 ●Price: 120,000 JPY (shipping included but VAT for Japan orders)

Invaluable Intelligence and Data to Support Any Automotive Business in China

FOURIN's information gathering and research activity in China began in 1989. At that time China's annual vehicle production stood at only 580 thousand units. With more than 20 years of experience, FOURIN can provide in-depth reports on the Chinese automotive industry which you cannot find anywhere else.

The Chinese automotive industry has overcome the global financial crisis of fall 2008, boosting production as well as sales to over 13 million units in 2009 becoming the world's top vehicle superpower. Growth did not slow down in 2010 either, production and sales reaching approximately 9 million vehicles in the first half of the year. Consequently, the China Association of Automobile Manufacturers revised its full-year forecast from 15 million units to 16 million units in August 2010.

With vast land area and population of over 1.3 billion persons, China, which became the world's second largest economic power in 2010, is likely to press

on toward motorization and see continued growth of the vehicle market. As such, the rise in vehicle production capacity over the past decade is projected to continue (see graphs below). In addition, the central government, which is promoting a shift from export demand to domestic demand to boost economic growth, is gradually fortifying its policy to advance the vehicle industry, whose growth rate surpasses GDP growth, as a strategic sector.

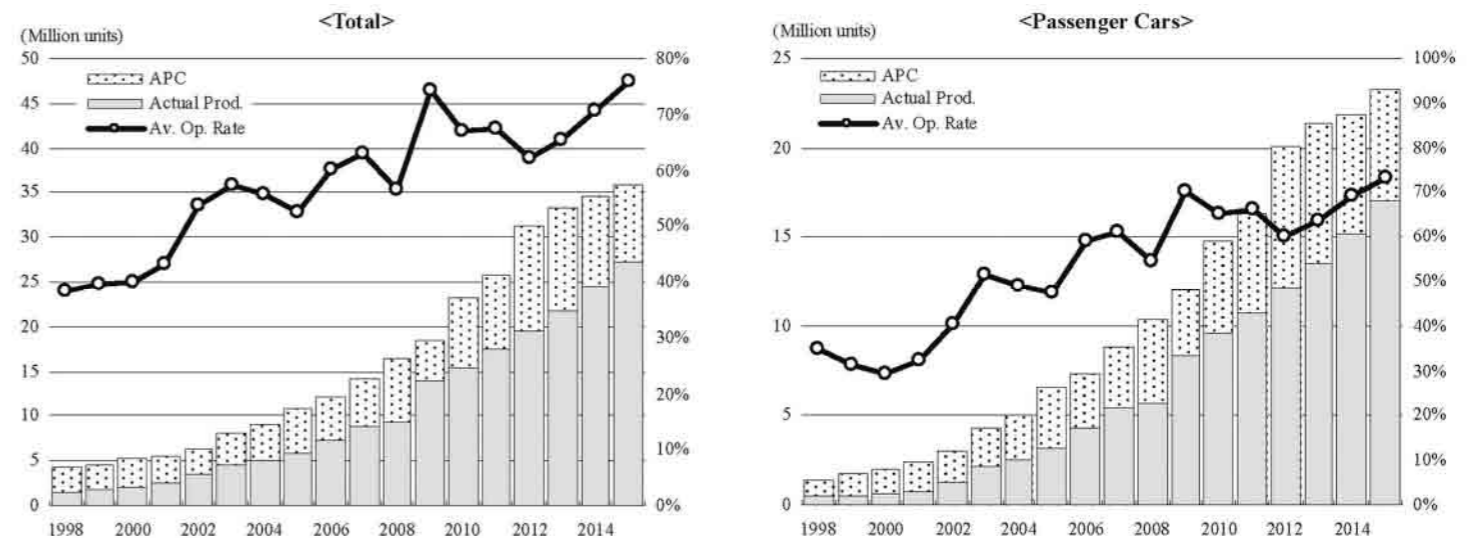
In the meantime, China is facing deepening problems, such as tightening crude oil supply and air pollution by emission gases. Moreover, the international community is raising its voice requesting

China to reduce carbon dioxide emission as the largest energy consumer of the world (IEA data).

In these circumstances, sustaining the industry's pace of growth, the Chinese government attempts to shift the demand structure of the automotive industry toward downsized and low fuel consumption vehicles while keeping up support for Chinese manufacturers.

It is firmly believed that this publication which offers underlying information on the Chinese automotive industry will serve as an invaluable source of information for those conducting business related to China's automotive industry, and contribute to further business expansion.

China: Change in Annual Vehicle Production Capacity by Type (1998-2010 Actual, 2011-2015 Plan)



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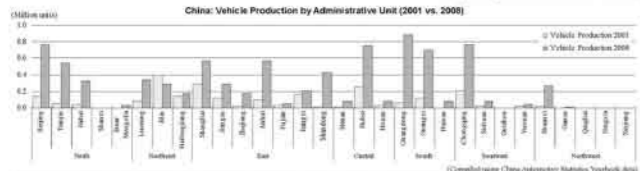
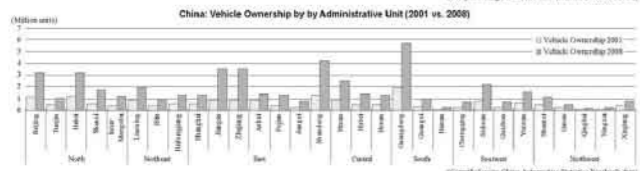
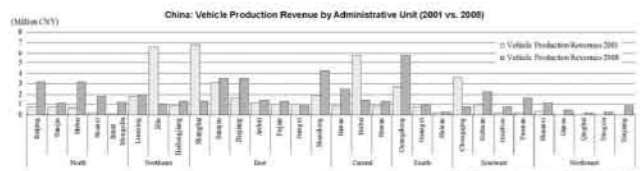
- Lease/Rental, Motorcycles, Electric Vehicles

Sample Pages

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2. Regional Auto Industry Policy Formed in Line with Central Govt: Commercialization of New Energy Vehicles Draws Focus

Following the central government's official announcement in March 2009 of the "Automotive Industry Adjustment and Promotion Plan", Chinese provincial level administrative units (provinces, directly-administered cities, autonomous regions) such as Shandong Province and Anhui Province successively came out with measures to prop their own local automotive industries. On the basis of the central government's intention, regional governments look to expand the scope of their local automotive industries, along with aiming to accelerate development of new-energy vehicle business.

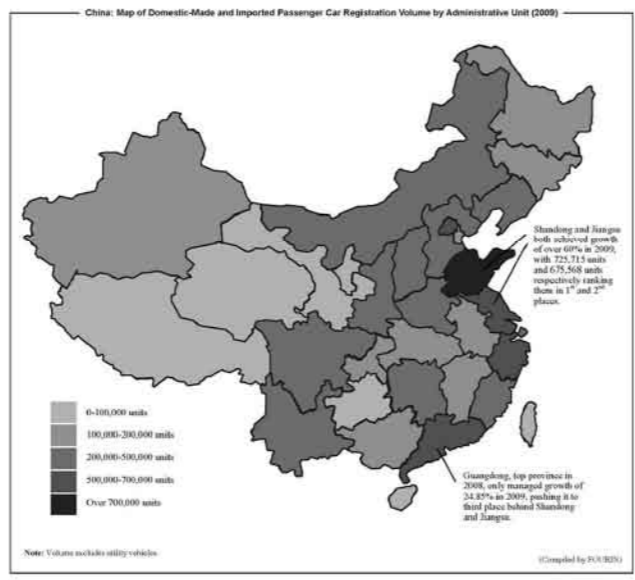


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Chapter 3

3. Regional Passenger Car Sales: Shift from Coastal to Inland Areas Progresses; Focus on Regional Sales, Product Strategies

Breakdown of regional passenger car sales (domestic-made and imported) in China based on registration data clearly shows a shift from the coastal developed region to medium developed and western underdeveloped areas. Since 2009, implementation of a 50% reduction of the purchase tax on 1.6L and smaller passenger cars (10%-2%) greatly contributed to spurring demand in medium developed and western underdeveloped areas over the coastal region, with the inland region becoming the driver of the passenger car market.



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Chapter 5

1. SAIC: Rush to Boost Capacity Ready for 5 Mn Units in 2015; Eyes Increased Dom/Overseas Business on Greater Ties with GM

Shanghai Automotive Industry Corporation Group (SAIC), with its sights set on achieving sales of 5 million units in 2015, is strengthening its business relationship with GM, as seen with their joint foray into the Indian market, while at the same time looking to boost standalone business through large-scale capital and development expenditure.

SAIC Mid-Long-Term Business Plan, Target and Strategy. Includes tables for investment plan, new-energy vehicle business, commercial vehicle business, and overseas business.

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Chapter 6

6. Nissan: Aims to Expand China Business; Establishes 1 Mn Production Capacity in Mid Term and Launches EVs Prior to Rivals

Nissan has doubled its production volume in China to 363,369 units in 2008 from 172,998 units in 2005 and is sustaining continued growth through two divisions. Dongfeng Nissan and Zhengzhou Nissan, which were reaping the benefits of tax breaks introduced in January 2009, Nissan incorporated with a sole Chinese partner, Dongfeng Motor. In 2009, riding the wave of China's expanding passenger car market, Nissan increased its production volume by 45% year-on-year to 531,251 units in 2009.

Nissan: Business Plan in China. Includes text on passenger car business plan, commercial vehicle business plan, and overseas business plan, along with a table of R&D and production bases.

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