

2021 | No.3

**TecAlliance E-newsletter**

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- Facebook for TecAlliance Thailand and Malaysia
- "TecDoc" has been successfully registered in New Zealand



# 01 | **Market Info**

( China Mainland / Hongkong / Taiwan )



### 2021 New Energy vehicle Industry Trends



#### **Mercedes-Benz may stop selling fuel vehicles ahead of schedule, reducing sales by 70% by 2030**

Mercedes-Benz originally planned to stop selling petrol vehicles in 2039, and now it may move ahead of the transition from oil to electricity. Daimler Group COO Marcus Schafer said in an interview with German media: "Anyway, we are preparing for an earlier transformation. In terms of products, there is no reason to choose an internal combustion engine in the short term in the future."

He explained that the date of discontinuing the sale of Mercedes-Benz fuel vehicles may be determined by the time when Europe promulgated the Euro 7 emission standards. The European Commission may draft Euro 7 standards by the end of this year. The current emission standard in Europe is the Euro 6d standard that will take effect in January 2020. However, after the introduction of the Euro 7 draft, it is very likely that it will not enter the implementation stage until 2025. Schafer believes that after the introduction of the Euro 7 standard, it will be very difficult to continue to sell fuel vehicles in Europe, and Mercedes-Benz should prepare for this as early as 2039.

Fuel vehicles will not all disappear from the market overnight. Mercedes-Benz will gradually reduce the supply of fuel vehicles and quietly transform. Schaeffer predicts that Mercedes-Benz's fuel vehicle sales will "decrease by 40% by 2025 and by 70% by 2030."

## 2021 New Energy vehicle Industry Trends



### W12 is a swan song! Audi confirms: stop developing new internal combustion engines

Recently, Audi officially announced that it will no longer develop new internal combustion engines in the future. New Audi cars launched before the entry into force of fuel vehicle bans in various countries will be equipped with engines that are upgraded on the basis of cash. On the other hand, Audi will continue to increase investment and research and development in electrification.

For this decision, Audi CEO Marcus Duesman said that the biggest reason is that it is difficult to upgrade all existing internal combustion engines to meet Euro 7 emission standards. In addition, since Germany has also clearly announced that it will ban the sale of pure fuel vehicles after 2030, Audi's above statement can be said to be reasonable.

According to Audi's previous plan, by 2025, more than 30 new energy vehicles will be launched, 20 of which are pure electric vehicles, covering entry-level to luxury car series. It is estimated that the proportion of new energy vehicles will reach 40%. At the same time, pure electric models have been identified as e-tron, Q2 L e-tron, e-tron Sportback, Q4 e-tron concept, e-tron GT, and the identified plug-in hybrid models include A3, A6L, A7, 6 models including A8, Q5 and Q7 plug-in hybrid version

At the same time, this also means that the W12 engine of the A8 mid-2022 will also become the swan song of Audi's large-displacement engine.

Compared with traditional rivals Mercedes-Benz and BMW, Audi is more determined under the guidance of the Volkswagen Group's overall electrification transformation plan. Last year, Audi e-tron won the pure electric SUV sales champion in Europe. At the same time, Audi e-tron GT and Q4 e-tron will also meet consumers this year.

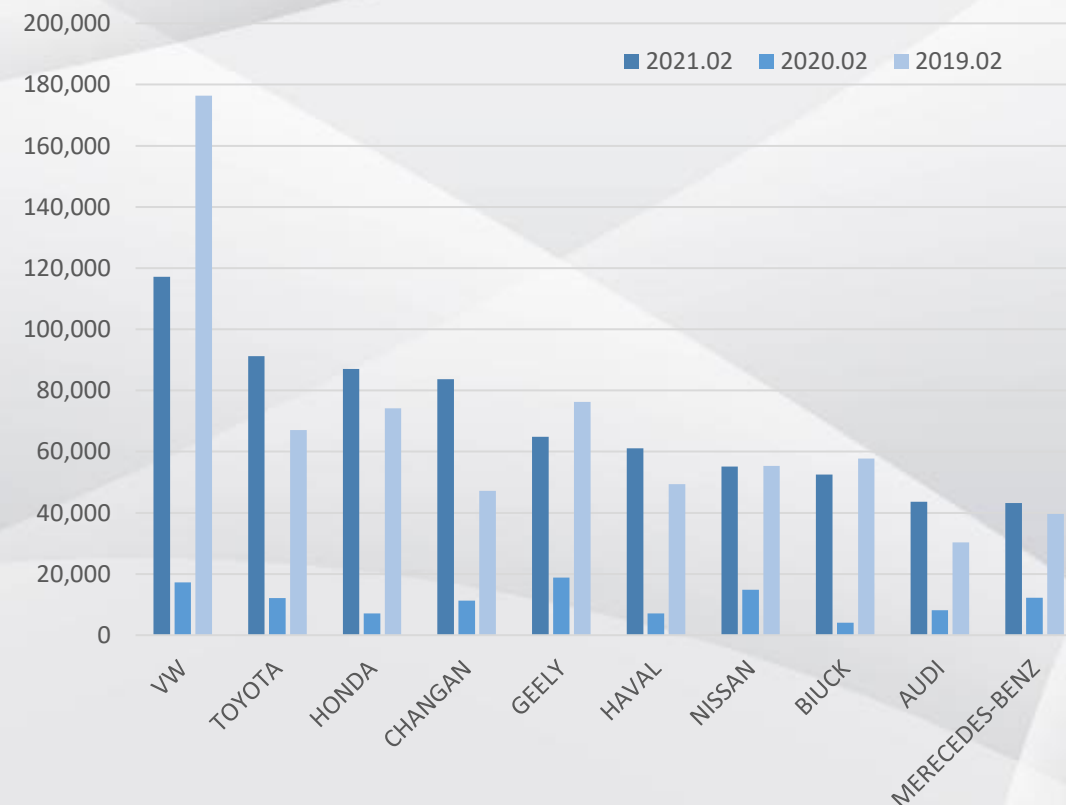


## Top 10 Brands sales rankings in February 2021



## Sales comparison

Judging from the sales volume in February, the sales volume of the Volkswagen brand still ranked first. Compared with the same period last year (when the epidemic was high) and the same period of the previous year, although sales did not exceed the same period of the previous year, it can be seen that car sales have basically returned to the level of previous years.

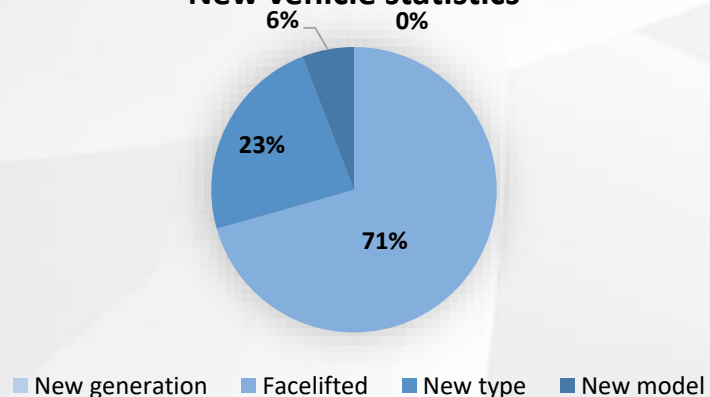




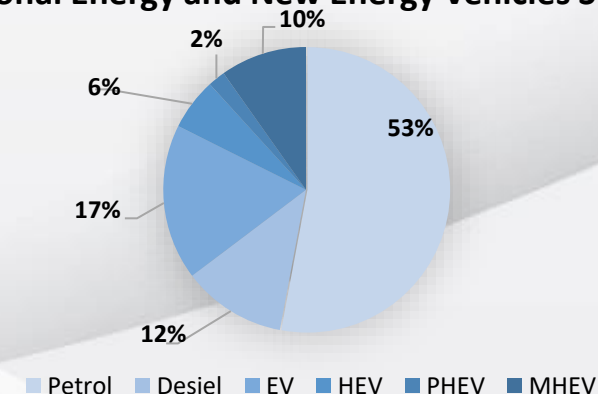
# >>> China February New vehicle Analysis



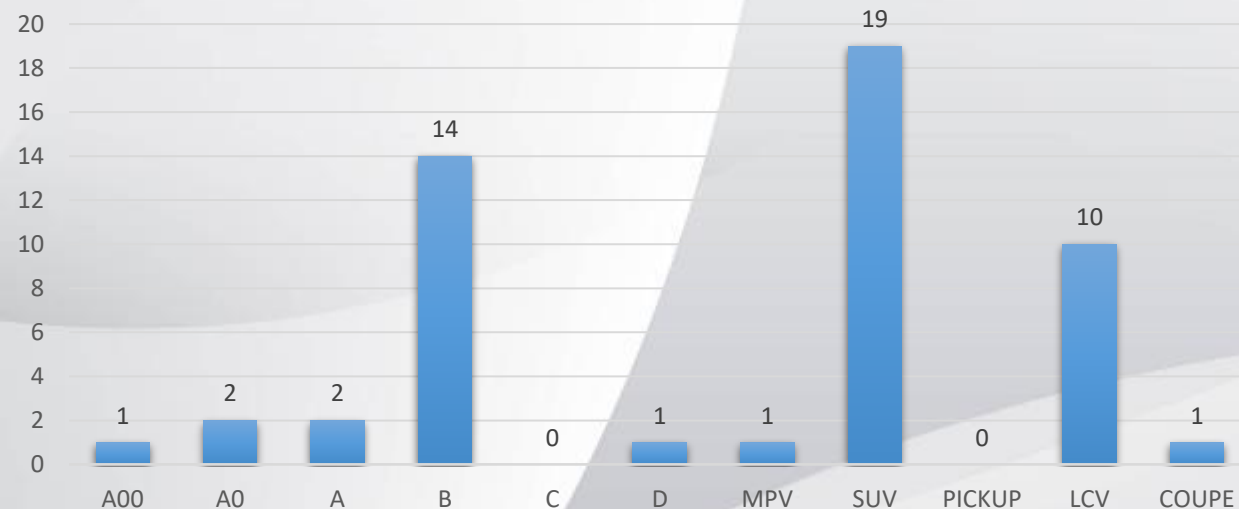
## New vehicle statistics



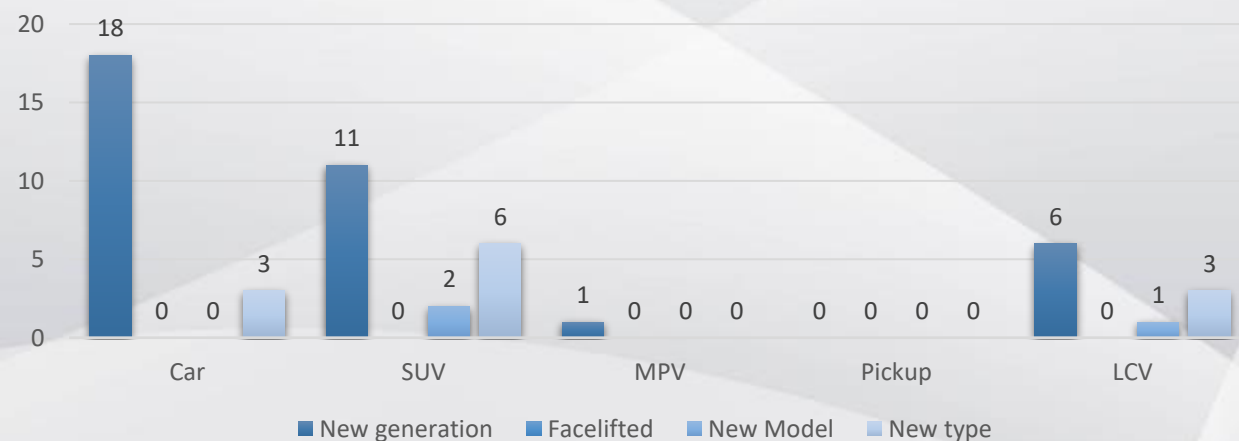
## Traditional Energy and New Energy Vehicles Statistics



## Level statistics



## Market segment type statistics



Remarks:  
 All statistical data is based on K-Type. In February 2021, the total coverage of K-Type was 51, of which 15 were New K-Type.  
 New model means that launched model that did not exist before  
 New type means that the new displacement and power have been launched

## >>> New Car – China Mainland February 2021



#	Brand	Number of New Applications	#	Brand	Number of New Applications
1	MAXUS	6	14	TOYOTA	1
2	BMW (BRILLIANCE)	5	15	BEIJING	1
3	CADILLAC (SGM)	5	16	HONDA (DONGFENG)	1
4	TOYOTA (GAC)	3	17	FERRARI	1
5	HONDA (GAC)	3	18	LAND ROVER	1
6	ALFA ROMEO	2	19	GAC AION	1
7	LEAPMOTOR	2	20	CHANGAN	1
8	VW (SVW)	2	21	BENTLEY	1
9	CHANA	2	22	JAC	1
10	R AUTO	2	23	SWM MOTORS	1
11	DONGFENG (DFAC)	2	24	WELTMEISTER	1
12	HYUNDAI (BEIJING)	2	25	COWIN	1
13	MINI	2	26	CHEVROLET (SGM)	1



# CHINA VIO REPORT

VIO until 2020 H1

China Mainland



VEHICLES IN OPERATION

232,061,348

KTYPE WITH VIO

7118

VEHICLE BRANDS

287

## VIO BY VEHICLE SEGMENTS

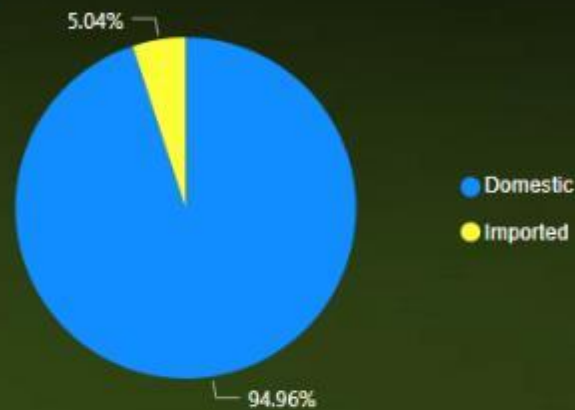
### INFORMATION

#### DOMESTIC & JOINT VENTURE CAR

INCLUDES BRAND WHICH ARE PRODUCED IN CHINA SUCH AS BYD, GEELY, VW (SVW), TOYOTA (GAC) & ETC

#### IMPORTED CAR

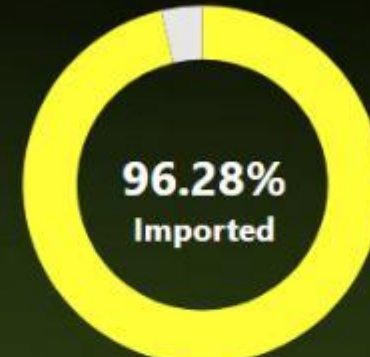
INCLUDES BRAND WHICH ARE NOT PRODUCED IN CHINA SUCH AS VW, PORSCHE, LAND ROVER & ETC



## K-TYPE / VIO COVERAGE BY SEGMENT



217.5M  
VIO COVERED



11.4M  
VIO COVERED

## TOP1 VEHICLE BASED ON VIO



上汽大众  
SAIC VOLKSWAGEN



VW (SVW)

LAVIDA

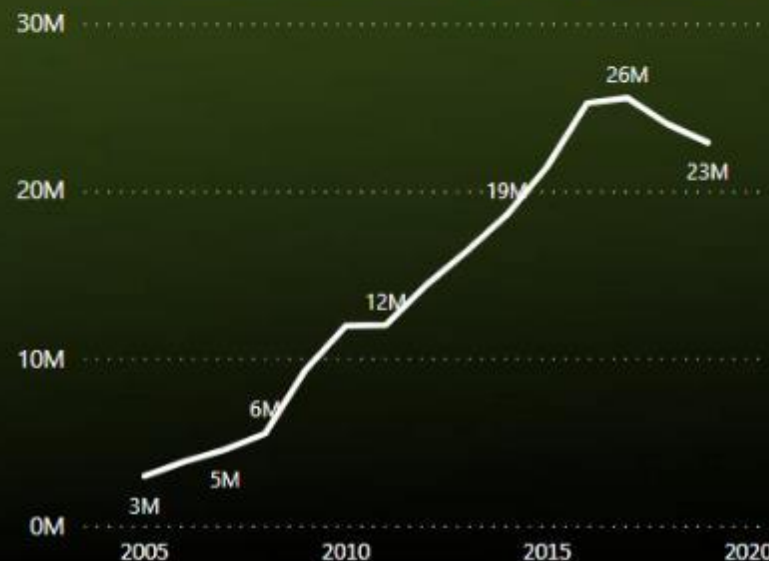
VIO OF TOP1 VEHICLE

1,897,454

POPULATION SHARE

0.82%

## TREND OF ANNUAL REGISTRATION FROM 2005 TO 2019



## TOP 5 PROVINCES BY VIO

(Dated from 1999 to 2020H1)



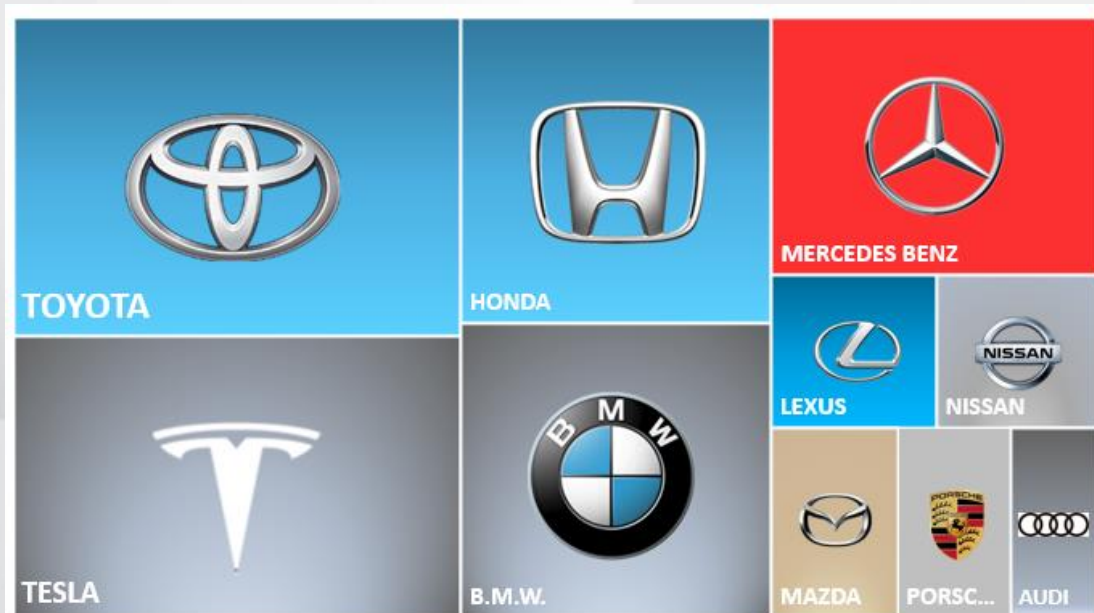
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# >>> Hong Kong Highlight Vehicle News

## Hong Kong February 2021 Vehicle News

The epidemic in Hong Kong is currently in a severe period, and the total sales of the new car market affected by it have fallen slightly from last month. Passenger car sales in December 2019 were 3,292 units, and in December 2020 sales were 3,965 units, a year-on-year increase of 20.4%. Toyota sold 794 vehicles this month, down 18.5% from the previous month, continuing to be the most popular car brand in Hong Kong. Tesla ranked second with 699 sales, an increase of 6.6% from the previous month. Honda's sales ranked third, down 16.1% month-on-month. BMW sold two more vehicles than last month, ranking fourth. Mercedes-Benz ranked fifth with sales of 467 vehicles, a month-on-month increase of 9.4%. The sales of the remaining top ten brands are basically at the monthly average level, and the sales of the entire automobile market as a whole exceed the level of the same period last year.



## Hong Kong Sales Comparison Overall car sales declined slightly

In December, Toyota remained the most popular car manufacturer in Hong Kong. Tesla's sales soared year-on-year, ranking second. Honda's sales fell from the previous month, ranking third. BMW's sales this month were basically the same as last month, ranking fourth. Mercedes-Benz sales rose from last month, ranking fifth. The sales of the remaining top ten brands declined slightly. Overall, the sales of various auto brands showed a slow growth trend.





# HONG KONG VIO REPORT

Hong Kong (China)



VEHICLES IN OPERATION

712,931

KTYPE WITH VIO

3971

VEHICLE BRANDS

71

VIO until 2019

## VIO BY VEHICLE SEGMENTS

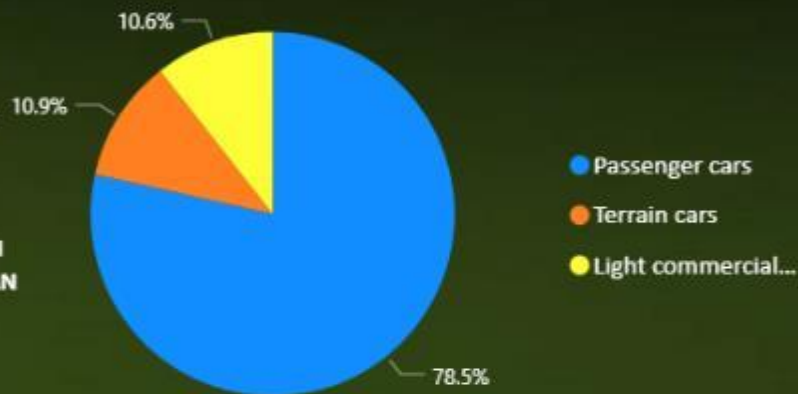
### INFORMATION

TERRAIN CAR(e.g. SUV & PICKUP)

INCLUDES VEHICLES SUCH AS TOYOTA HILUX,SUZUKI JIMNY,BMW X5 & ETC

LIGHT COMMERCIAL VEHICLE

INCLUDES VEHICLE<7.5 TONNES SUCH AS TOYOTA HIACE,HONDA ACTY,NISSAN NV-SERIES & ETC



## K-TYPE / VIO COVERAGE BY SEGMENT



547K  
VIO COVERED



76.9K  
VIO COVERED



69.2K  
VIO COVERED

## TOP1 VEHICLE BASED ON VIO



TOYOTA



COROLLA

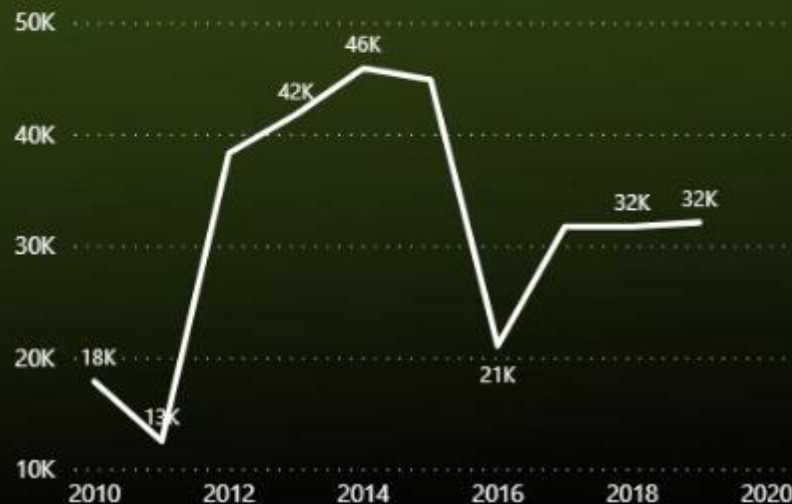
VIO OF TOP1 VEHICLE

36,876

POPULATION SHARE

5.17%

## TREND OF ANNUAL REGISTRATION FROM 2010 TO 2019



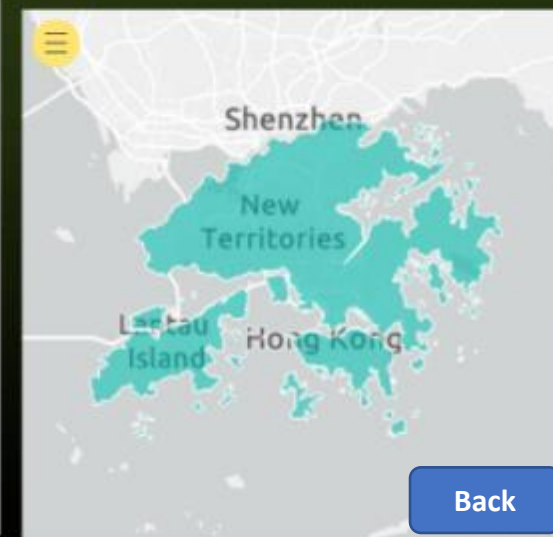
TecAlliance Asia Pacific

## TOP 1000 VIO K-TYPE MAPPING

TOP 1000 VIO  
Total VIO = 69.91%



## MAP



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## Taiwan Auto Sales Report for February 2021



The monthly sales volume reached 27,174, which was a decrease of nearly half compared to January 2021, and only reached 53.1% of the January sales volume. Although the overall sales volume fell from January, there are still differences in the delivery volume of individual brands, especially the imported car manufacturer Mazda. With the arrival of large quantities of new cars in Hong Kong, it has become the only contrarian in the rankings with a growth of 59.8%. Brands that have grown in vehicle delivery volume. At the same time, Mercedes-Benz and Honda have maintained higher vehicle delivery volumes than the overall market average, becoming relatively defensive brands in the market in February. The global automotive supply is still facing the impact of the epidemic, as well as automotive chips. The interference of tight supply, how to increase sales orders and ensure the supply of new cars, will still become the key point of the brand sales competition.

## Taiwan Sales Comparison

### Overall sales volume has declined severely from January

This month's sales champion is still won by Taiwanese car superstar Toyota Corolla Cross with 2,205 units, while the domestically-produced Honda CR-V ranked second with 1,402 units this month, with a 12.7% decrease in sales from the previous month, but a year-on-year sales increase of 88.4%. Imported Toyota RAV4 ranked third with 1,214 units, with a month-on-month sales drop of 59.9% and a year-on-year sales drop of 50%. Zhonghua Veryca ranked fourth with 1,008 vehicles, with a month-on-month sales decline of 53.9% and a year-on-year sales decline of 11%. Toyota Corolla Altis ranked fifth with 989 vehicles sold this month, and Nissan Kicks ranked sixth with 919 vehicles. Finally, Ford Kuga, Ford Focus, Mazda CX-5, Mitsubishi Delica ranked seventh, eighth, ninth and tenth with 799, 611, 604, and 567 respectively. On the whole, the overall sales volume of Taiwan's auto market declined more severely than in January.





# TAIWAN VIO REPORT

Taiwan (China)



VEHICLES IN OPERATION

8,171,996

KTYPE WITH VIO

6265

VEHICLE BRANDS

91

## VIO BY VEHICLE SEGMENTS

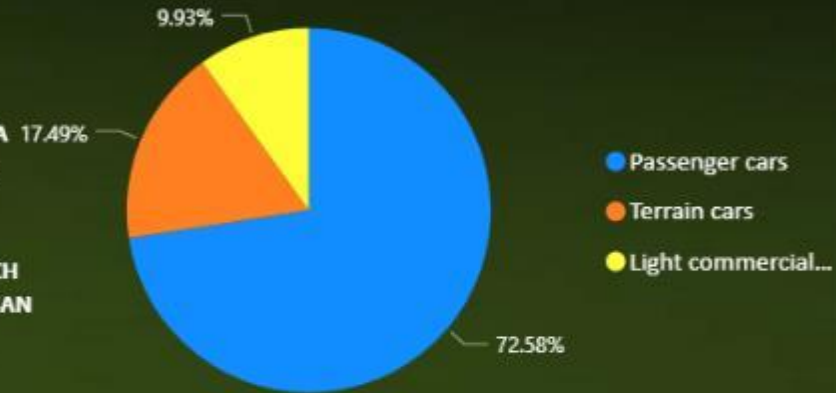
### INFORMATION

TERRAIN CAR(e.g. SUV & PICKUP)

INCLUDES VEHICLES SUCH AS TOYOTA HILUX,SUZUKI JIMNY,BMW X5 & ETC

### LIGHT COMMERCIAL VEHICLE

INCLUDES VEHICLE<7.5 TONNES SUCH AS TOYOTA HIACE,HONDA ACTY,NISSAN NV-SERIES & ETC



VIO until 2019

## K-TYPE / VIO COVERAGE BY SEGMENT



5852.2K  
VIO COVERED



1367.9K  
VIO COVERED



5919K  
VIO COVERED

## TOP1 VEHICLE BASED ON VIO



TOYOTA



COROLLA

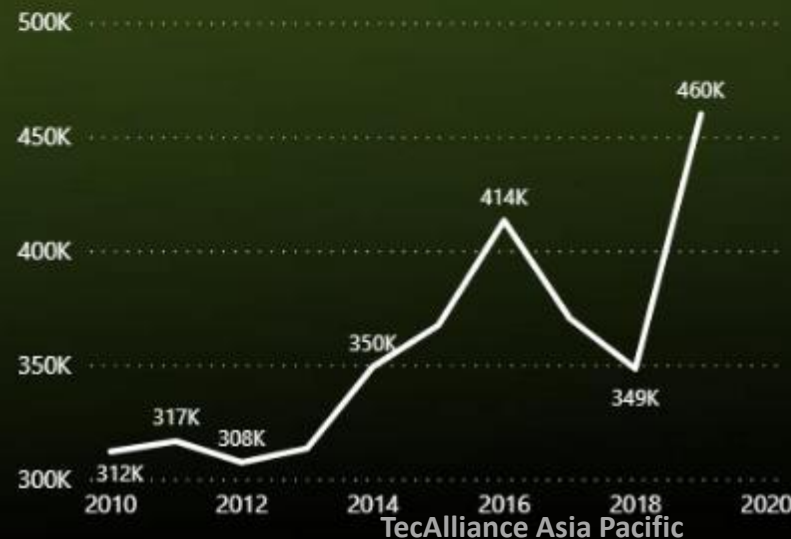
VIO OF TOP1 VEHICLE

651,087

POPULATION SHARE

7.96%

## TREND OF ANNUAL REGISTRATION FROM 2010 TO 2019



## TOP 1000 VIO K-TYPE MAPPING

TOP 1000 VIO  
Total VIO = 75.40%



MATCH	VIO	%
Mapped	5,898,677	95.73%
Unmapped	263,005	4.27%

## MAP



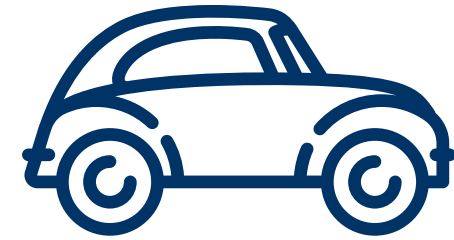
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# 02 | TecAlliance Data

( VDS/ OES/ RMI Data )



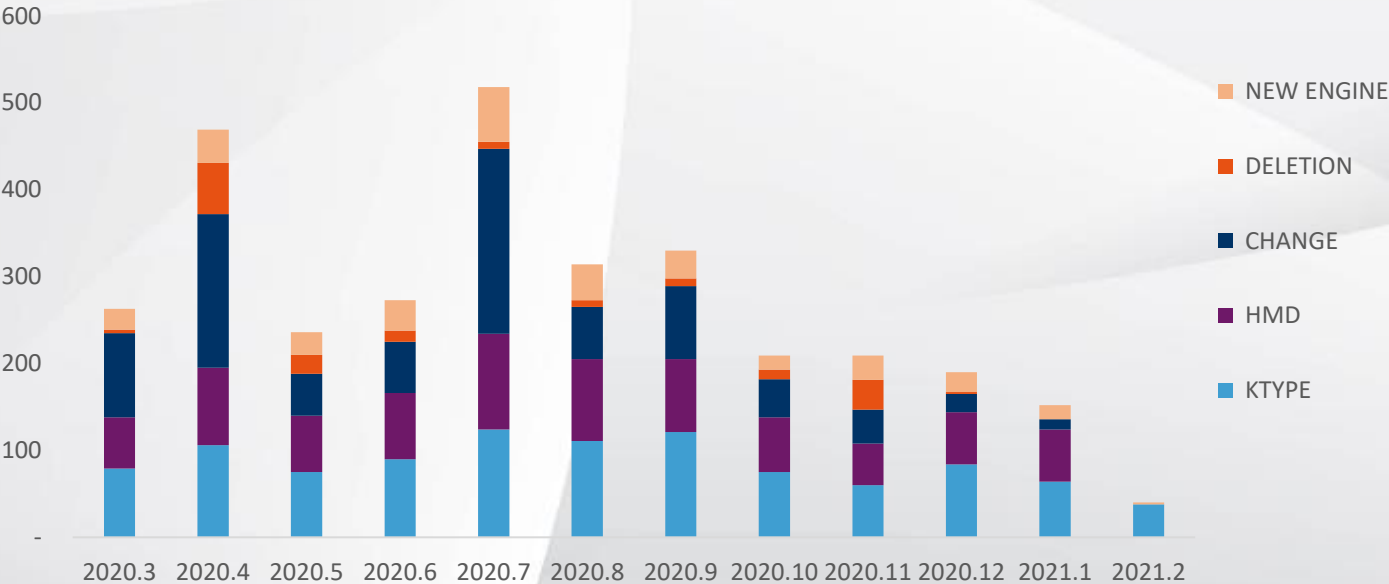




# Vehicle Data Overview

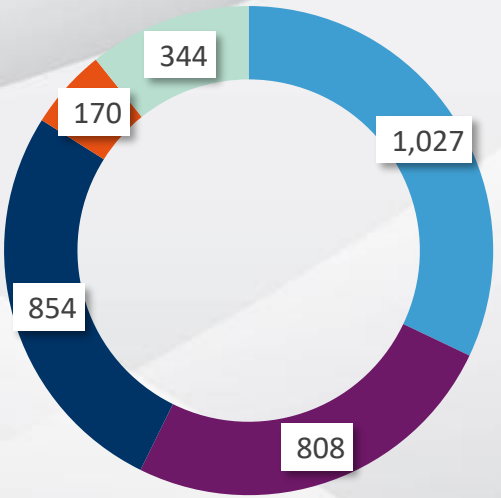
## VDS Monthly Dashboard

2021.03– 2021.02



## Latest K-type numbers (China Mainland): 9235

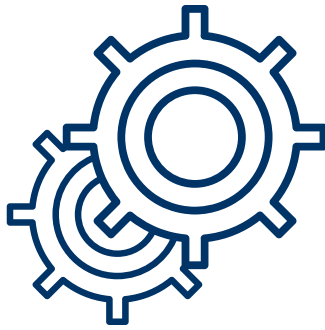
2021.03– 2020.02



- 1 **KTY** Release new KType for China market
- 2 **HMD** Release new HMD for China market
- 3 **CHA** Do amending to KType and HMD
- 4 **DEL** Remove invalid KType and HMD from China
- 5 **ENG** Create new engine code in the database

YEAR	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2021	2021
MONTH	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
KTYPE	79	106	75	90	124	111	121	75	60	84	64	38
HMD	59	89	65	76	110	94	84	63	48	60	60	0
CHANGE	97	177	48	59	213	60	84	44	39	21	12	0
DELETION	4	59	22	13	8	8	9	11	34	2	0	0
NEW ENGINE	24	38	26	35	63	41	32	16	28	23	16	2





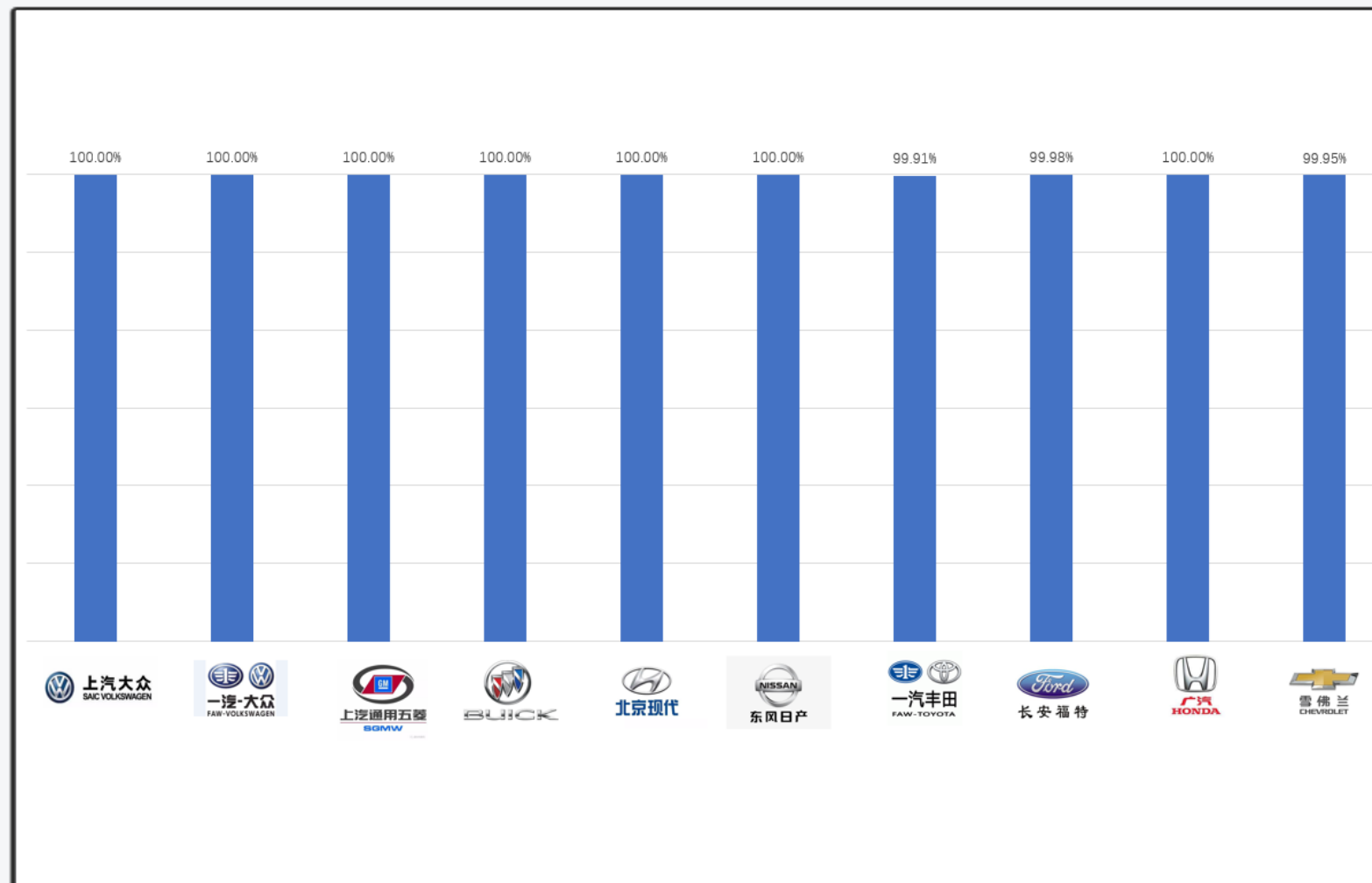
# **OES Data Overview**



*based China  
2020 VIO*

**229M**

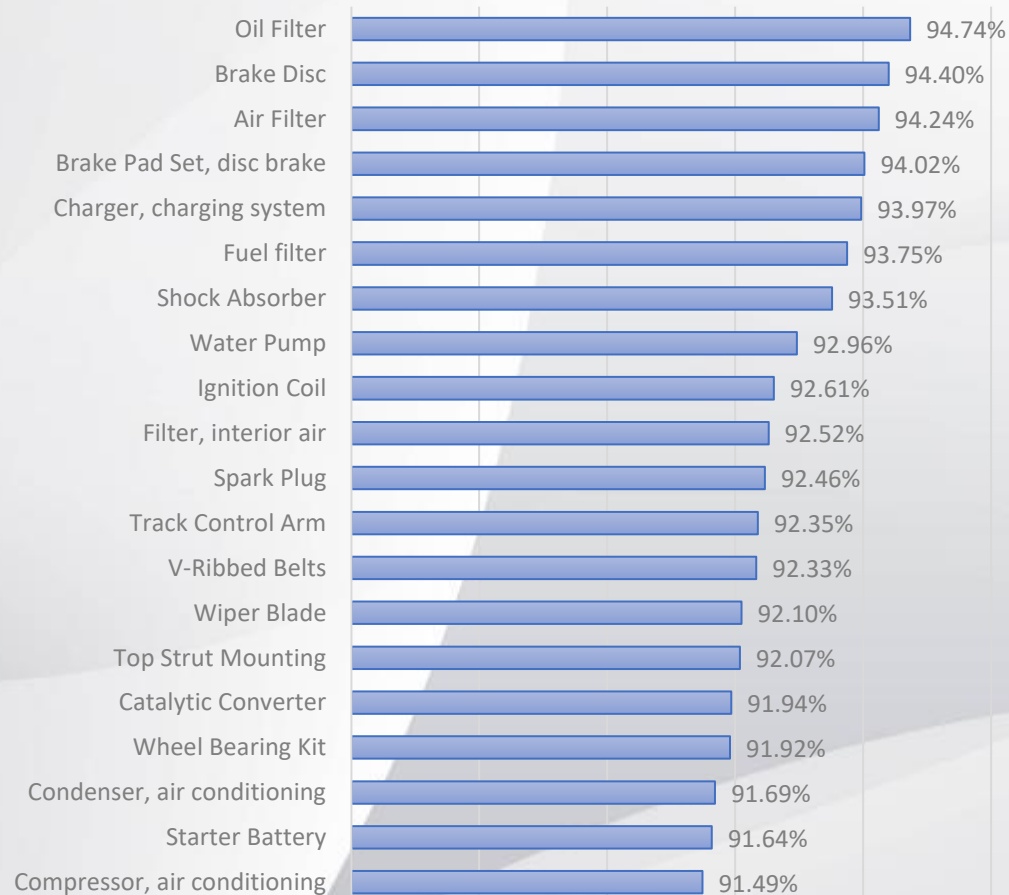
*( K-type  
Coverage ) &  
Manufacturers*



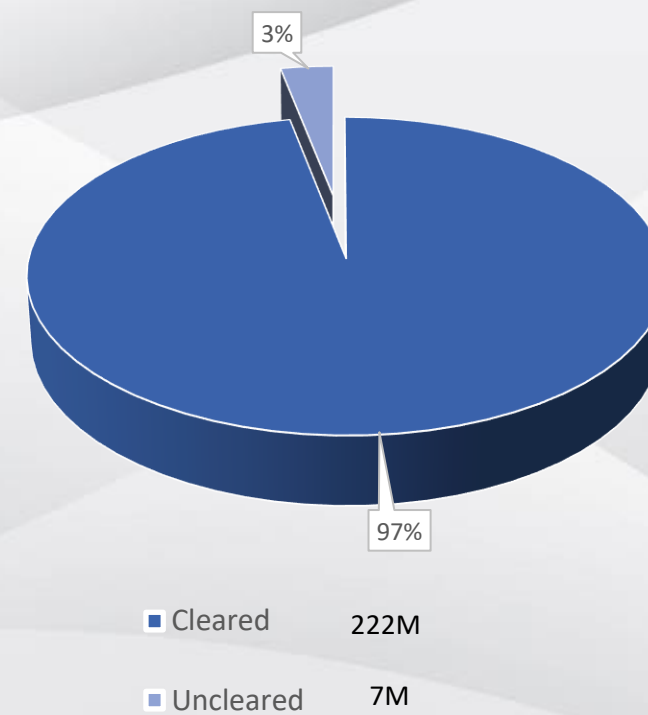
## >>> Data on-hand by Generic Article (GA)

K-type coverage by Generic Article(GA) is based on China 2020 VIO 229M & Availability of EPC

Top 20 GA



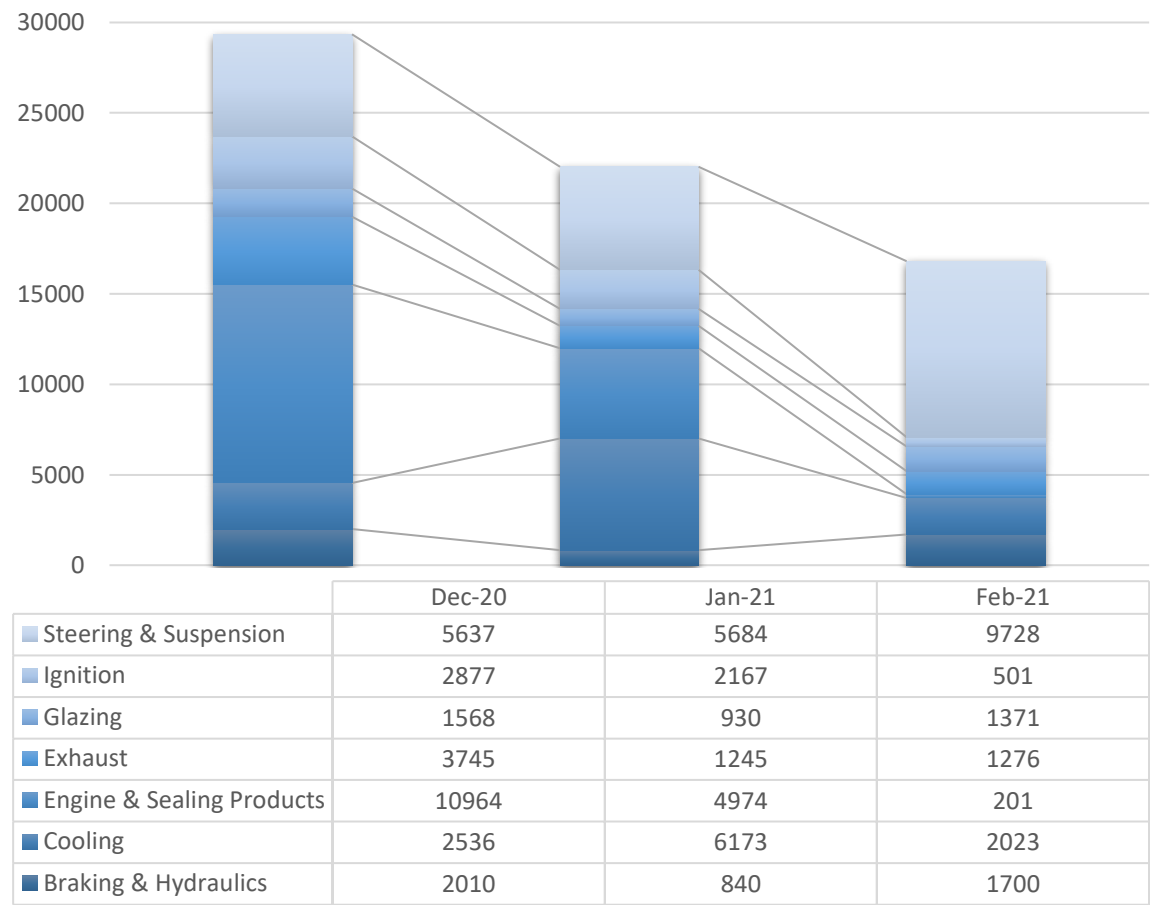
VIO coverage (based on acquired EPC)



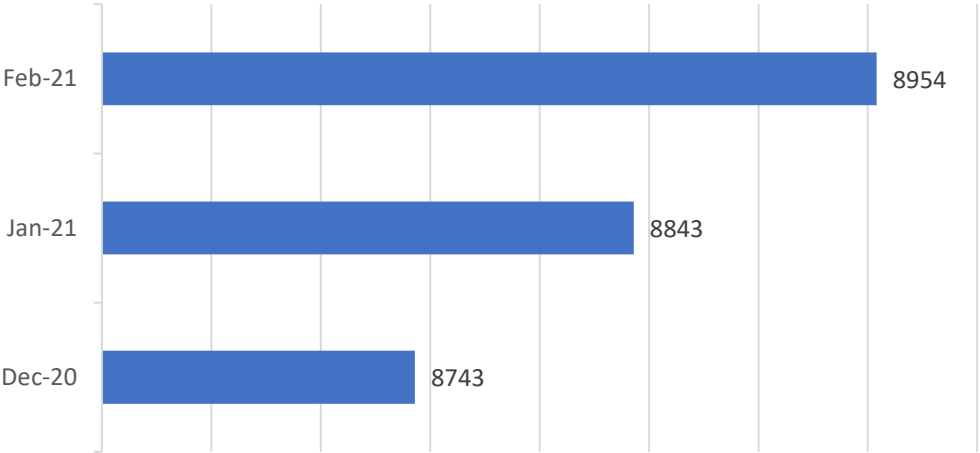
# >>> New OE to Ktype Linkages by Month

## PADS Team Dashboard

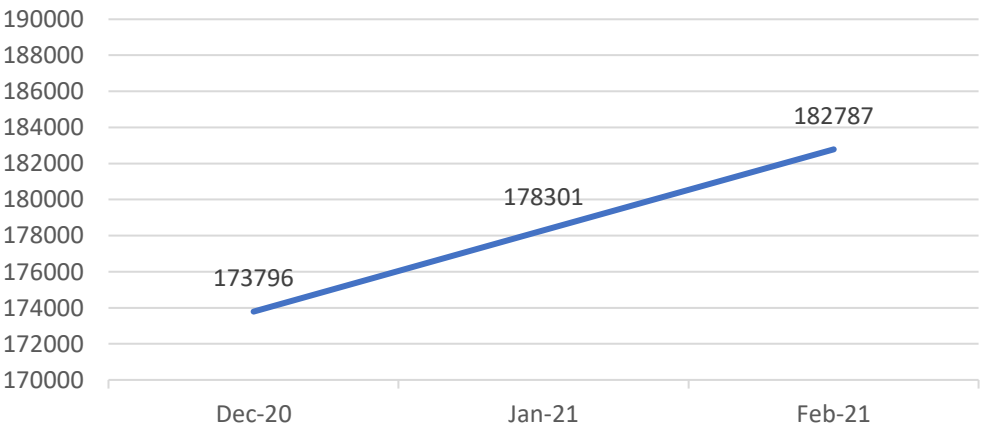
New park linkage to K-Type



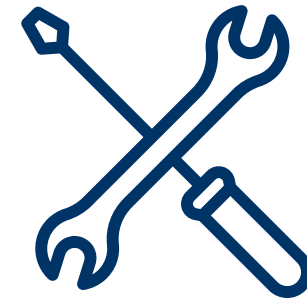
Total K-type matched OE number



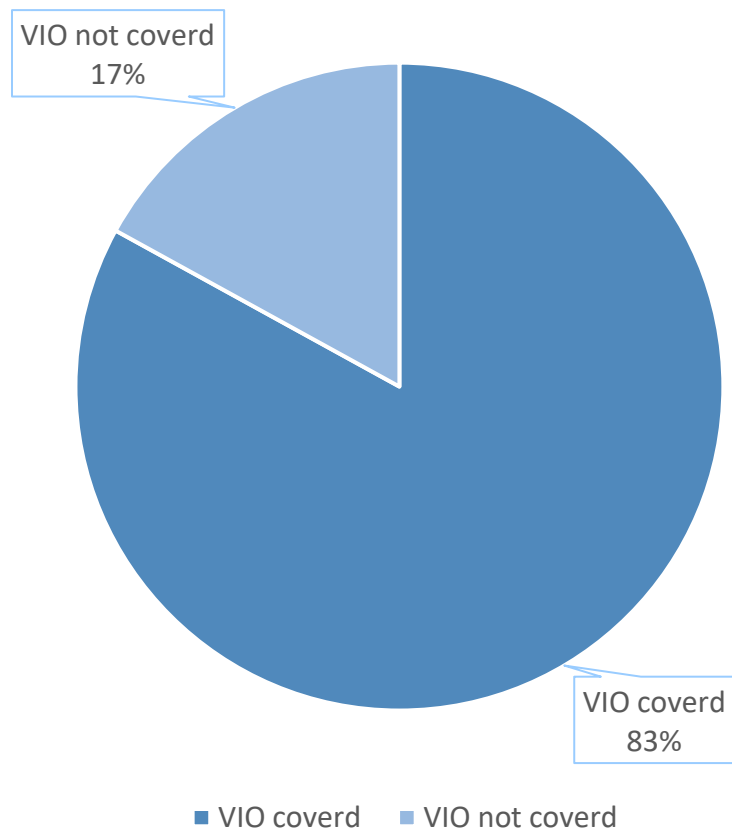
Total OE number matched to K-type







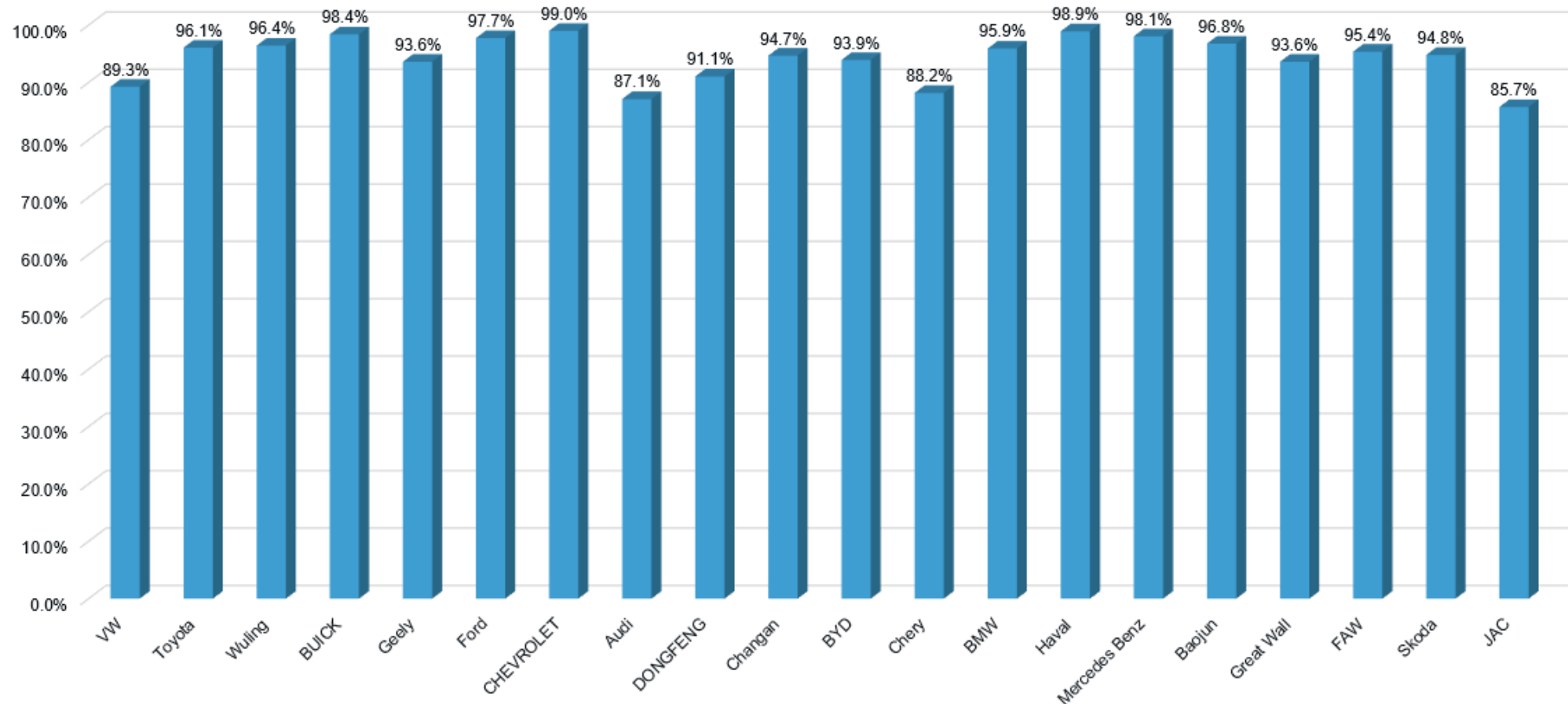
# RMI Data Overview



**83%**  
—  
**190M Vehicles**  
**Of 229M VIO Completed**

## Top 20 Vehicle Brand Based on China VIO

### Coverage of Maintenance Information



# >>> TecRMI Maintenance data overview

## Oil & Fluid Specification/ Filling Quantity



*Engine Oil*

*~98% of VIO*



*Gearbox Oil*

*~95% of VIO*



*Brake Fluid*

*~80% of VIO*



*Coolant*

*~70% of VIO*



*A/C Refrigerant*

*~65% of VIO*



*Others Available  
on Demand*

*axle oils, steering oil etc.*



## >>> TecRMI Maintenance data overview

### Maintenance Interval

- |                              |             |
|------------------------------|-------------|
| ▪ Engine Oil and Filter      | ~87% of VIO |
| ▪ Spark Plug                 | ~88% of VIO |
| ▪ Transmission Oil and Fluid | ~87% of VIO |
| ▪ Air Filter                 | ~88% of VIO |
| ▪ Interior Filter            | ~88% of VIO |
| ▪ Fuel Filter                | ~87% of VIO |
| ▪ Brake Fluid                | ~87% of VIO |
| ▪ Coolant                    | ~87% of VIO |



# Contact Us

## Parts manufacturer China



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# 03 | Product&Solution

TecAlliance China ID Vehicles in Operation



**TecAlliance China ID Vehicles in Operation**

Official Launch Date: **March 15<sup>th</sup> 2021**

Contains **320+** automobile brands

Covering **300+** cities

**60,000** car models

**44** attributes

Data is available until the end of **2019**  
( 1999-2019 )

Updated every **September**



### *Why TecAlliance VIO is needed?*

VIO can assist you on

- ✓ Product strategy Development
- ✓ Product Coverage Analysis
- ✓ Product Pricing Analysis
- ✓ Potential Sales Analysis

#### **Our Competence**

- The original car parc data was collected from official channel and the vehicle data has been verified by both local and international experts from TecAlliance
- The VIO data has been processed with TecAlliance data model, excluding the scrapped cars
- Our VIO data have been processed with Tecdoc Standard, which can be used in all TecAlliance solutions, such as CCU/DMM/PMA/JNP

## TecAlliance China ID Vehicles in Operation

**Q:** What is the difference with TecAlliance K-Type VIO?

**A:** For example: K-type can only be accurate to the **Honda Civic**, while China ID can be accurate to the **next level of sales models** of the **Honda Civic**, and the description of the model in ChinaID is more dimensional, which is more convenient to use and query

TecAlliance China ID VIO data output format is **44** attributes, which can be customized according to customer needs, and can be expanded up to **238** attributes.

## Model data parameters

### Concept attributes

Code	4	29
Brand	6	
Model	7	
Sales	7	
Production	5	

### energy attributes

Engine	26	35
Fuel	5	
Electric Motor & Driven Battery	4	

### electronic attributes

Lighting	12	79
Locks & Security	2	
Safety	14	
Comfort & Convenience	31	
Entertainment & Information & Communication	20	

### body attributes

Body & Dimensions	20	58
Mirrors & Wipers	14	
Seats & Upholstery	24	

### Chassis attributes

Drivetrain	4	35
Steering & Suspension	14	
Braking & Traction	11	
Tyre & Rim & Hub	6	

# 04 | TecAlliance Company NEWS

- TecAlliance Europe introduces “Premier Data Supplier” certificate
- Facebook for TecAlliance Thailand and Malaysia
- "TecDoc" has been successfully registered in New Zealand

### TecAlliance Europe introduces “Premier Data Supplier” certificate

#### The best of the best

Since 2020, TecAlliance has been running a data quality offensive to continuously optimise data quality in the TecDoc Catalogue. A new set of rules with additional validations and key performance indicators (KPIs) supports parts manufacturers in improving their product data. A data supplier who fulfils these higher, content-related requirements will be certified as a “Premier Data Supplier” from June 2021. The new quality certificate for data suppliers builds on the established and well-known “Certified Data Supplier” status.

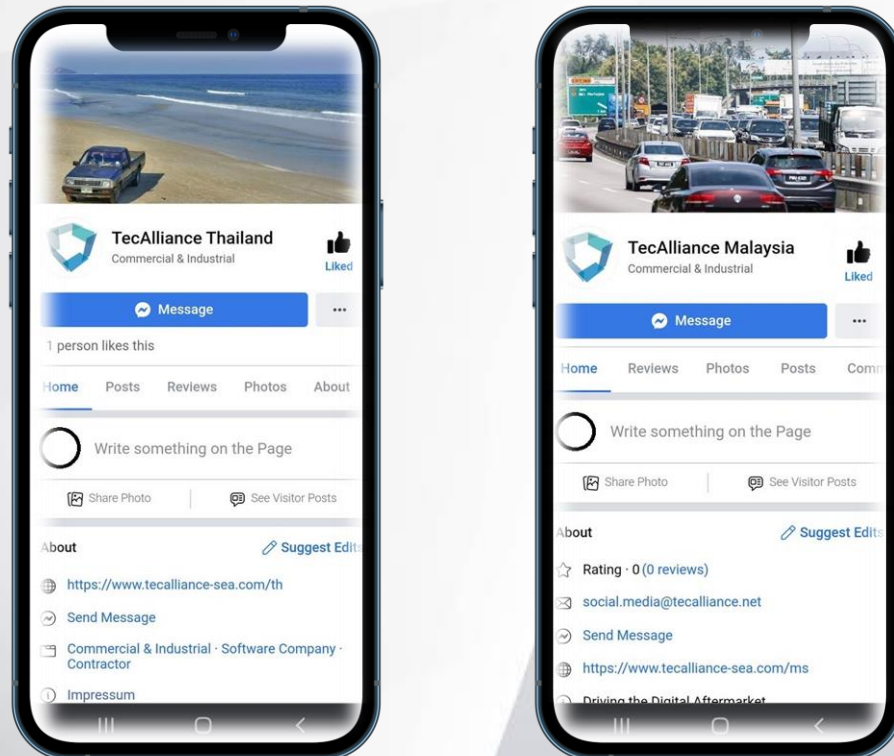


TecAlliance has added new functions and validations to its data management tools to support parts manufacturers in preparing their data. In addition, they will receive detailed reporting on the current status of their data quality, which will help them to improve their data in a structured way. On 2 March 2021, data suppliers will already be evaluated against the new criteria. However, the results will not yet be published. On 2 June 2021, the “Premier Data Supplier” certificate will be awarded for the first time to qualified companies or brands; this is in addition to the “Certified Data Supplier” certificate. In the TecAlliance data and solutions, the brands will be labelled with the corresponding seals.



### Facebook for TecAlliance Thailand and Malaysia

Welcome to follow our Facebook to get latest news



**Thailand:** [TecAlliance Thailand | Facebook](#)  
**Malaysia:** [TecAlliance Malaysia | Facebook](#)

### "TecDoc" has been successfully registered in New Zealand

We are very happy to announce that the figurative mark "TecDoc" has been successfully registered in New Zealand.





TecAlliance

THANK YOU!

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