



2023 | No.4

# **TecAlliance E-newsletter**

## **(Greater China)**

# Content



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# 01 | Market Info

( China Mainland / Hongkong / Taiwan )





### Dialogue with Mercedes Benz Management: China's R&D Backfeeding the World



In the early days, our local research and development in China only adjusted and adapted products created for the global market to meet the different needs of Chinese customers. Now, the positioning of China's research and development center has been further developed, The Chairman of the Board of Directors of Mercedes Benz Group, Kang Linsong, reiterated the importance of the Chinese R&D team in Mercedes Benz's global R&D network.

Tang Shikai, a member of the board of directors of Mercedes Benz Group Co., Ltd. and responsible for the Greater China business, also said, "We have given more autonomy to the Chinese R&D team, and their development, design, and innovation in China will also feed back the global market

Obviously, in the face of the rapid development and fierce competition in the Chinese new energy vehicle market, Mercedes Benz is actively embracing this change. In communication, Kang Linsong mentioned the term "learning" more than once. He said that during his trip to China, he was constantly learning. In addition to meeting with Chinese leaders and partners from various industries every day, we will also test drive some outstanding electric vehicle products in the Chinese market.

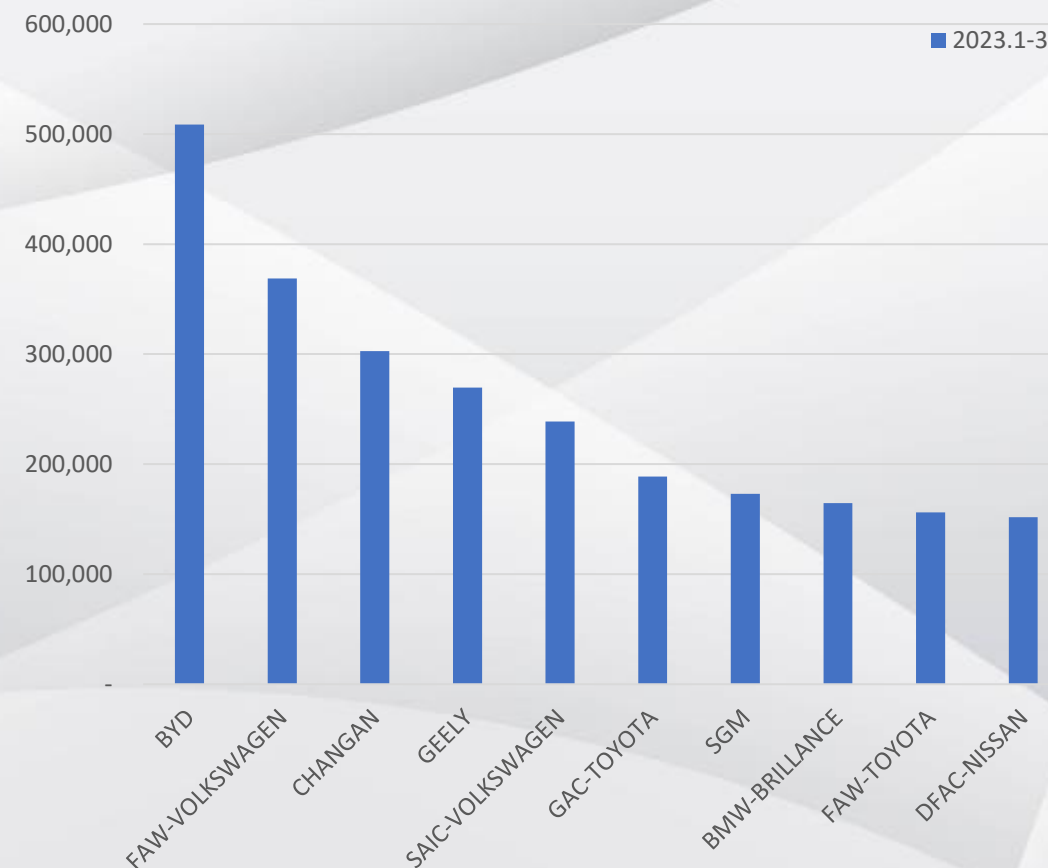
At the same time, most members of the Mercedes Benz board of directors also came to China together. In his opinion, only in this way can we personally feel the vitality and potential of China's development. China is not only our largest and most important market, but also crucial for us to establish our future development strategy

### Top 10 Manufacturer sales rankings in JAN-MAR 2023



### Sales comparison

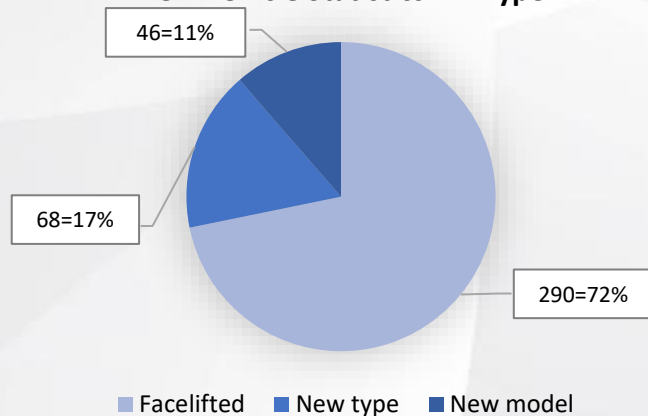
From the sales figures from January to March, BYD's sales are far ahead of other brands.



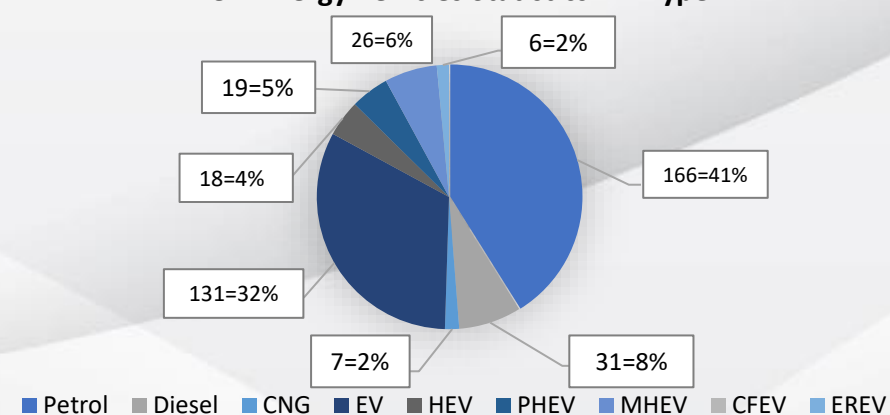


# China JAN-MAR New vehicle Analysis

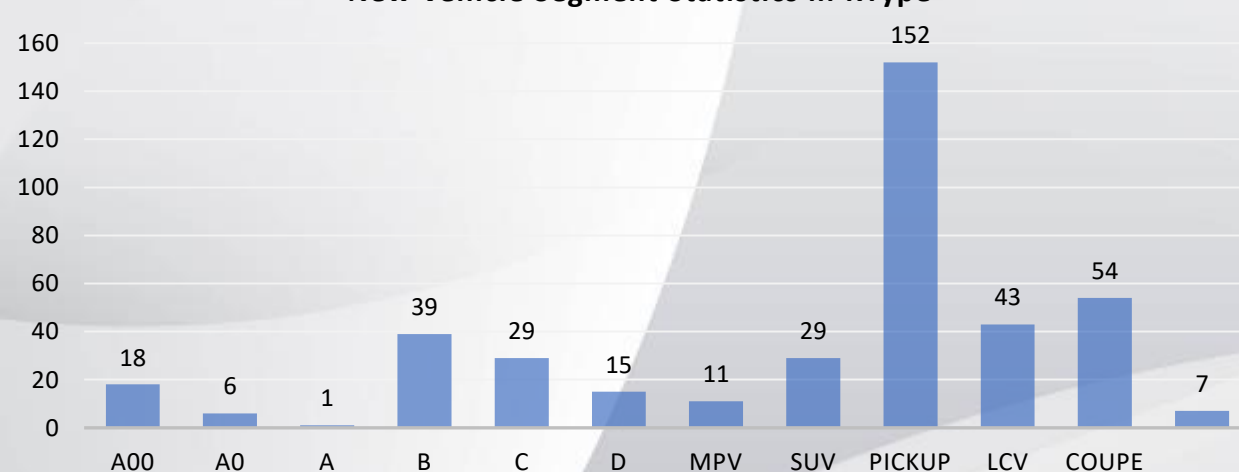
**New Vehicle Statistics in KType**



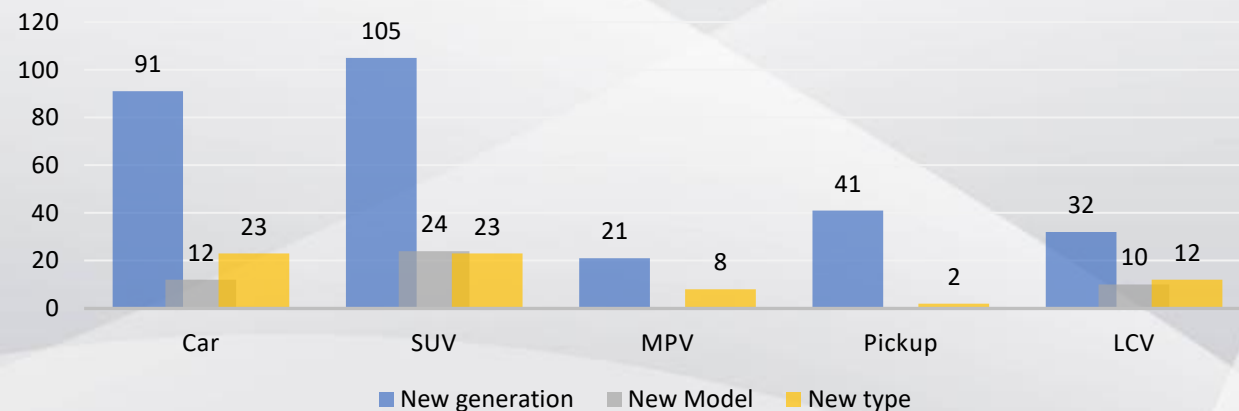
**New Energy Vehicles Statistics in KType**



**New Vehicle Segment Statistics in KType**



**Market Segment Type Statistics in KType**



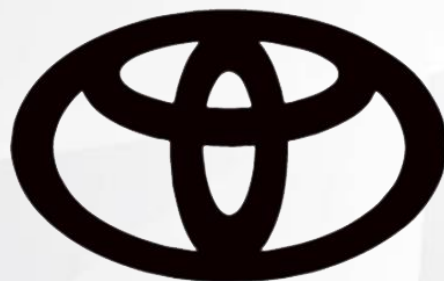
**Remarks:**

All statistical data is based on K-Type. In January to March 2023, the total coverage of K-Type was 404, of which 114 were New K-Type.

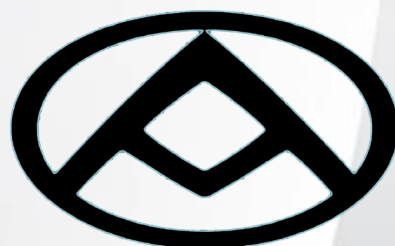
New model means that launched model that did not exist before

New type means that the new displacement and power have been launched

# New Car in Ktype – China Mainland JAN-MAR 2023



**Ktype: 23**



**Ktype: 14**



**Ktype: 14**

NO.	Brand	Total
1	TOYOTA (GAC)	23
2	MAXUS	14
3	MERCEDES-BENZ	14
4	SRM (BRILLIANCE)	13
5	FOTON	12
6	JINBEI	12
7	BENTLEY	11
8	MERCEDES-BENZ (BBDC)	10
9	BAW	10
10	CHANGAN	10
11	CHANA	9
12	AUDI (FAW)	9
13	AEOLUS	9
14	LEAPMOTOR	8
15	DONGFENG (DFAC)	8
16	CHERY	8
17	HAVAL	8
18	BYD	7
19	ZHONGXING (ZX AUTO)	7
20	BUICK (SGM)	6
21	VW (SVW)	6
22	JAC	6
23	BMW	6
24	GREAT WALL	6
25	RAUTO (6067)	6
26	SKODA (SVW)	6
27	GAC NE	5
28	LEXUS	5
29	LAND ROVER (CHERY)	5
30	WULING (SGMW)	5

NO.	Brand	Total
31	LYNK & CO	5
32	JMC	5
33	HONDA (GAC)	5
34	VW (FAW)	4
35	TOYOTA (FAW)	4
36	FENGXING	4
37	NETA (HOZON) (5156)	4
38	TESLA (3328)	4
39	FARIZON AUTO	3
40	GENESIS	3
41	XIAOPENG	3
42	JMEV	3
43	SWM MOTORS	3
44	MG (SAIC)	3
45	JIANGNAN	3
46	ASTON MARTIN	3
47	GEELY	3
48	HONDA (DONGFENG)	3
49	ROEWE (SAIC)	3
50	BMW (BRILLIANCE)	3
51	FORD (JMC)	3
52	LINGBOX	3
53	NISSAN (DFAC)	3
54	KARRY	3
55	SOL	3
56	JETOUR	3
57	EXEED (CHERY)	2
58	SUBARU	2
59	BESTUNE	2
60	MAPLE	2

NO.	Brand	Total
61	VENUCIA	2
62	GAC	2
63	KIA (DYK)	2
64	COWIN	2
65	MODERN AUTO (6378)	2
66	HAIMA (FAW)	2
67	AUDI	2
68	LIXIANG	2
69	NISSAN (ZHENGZHOU)	2
70	ISUZU (JIANGXI)	2
71	IM MOTORS (6514)	2
72	JAGUAR (CHERY)	2
73	ZEEKR	2
74	VGX (5506)	1
75	AVATR (6622)	1
76	RCEV	1
77	SKYWELL (KAIWO) (5259)	1
78	GEOMETRY	1
79	VOLVO	1
80	ORA	1
81	VOLVO ASIA	1
82	EV HOUSE	1
83	LAND ROVER	1
84	TANK	1
85	VOYAH	1
86	VIAUTO (6768)	1
87	PORSCHE	1
88	NAC IVECO (NAVECO)	1
89	YUDO	1
90	FORD USA	1



GERMAN VEHICLE VIO WITH KTYPE

57,882,314

KTYPE WITH VIO

1976

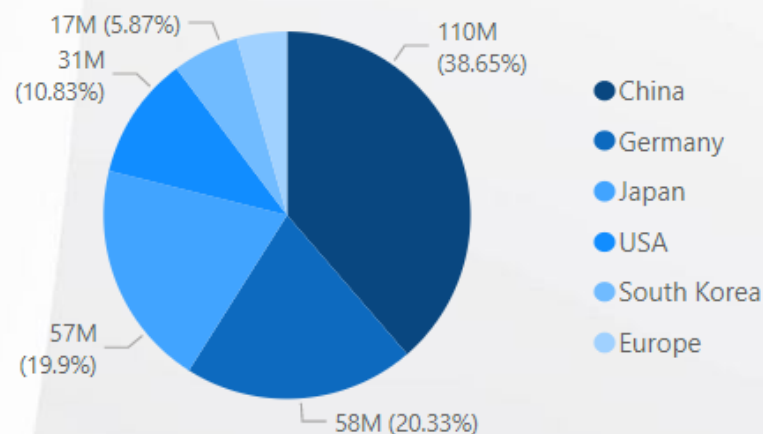
## CHINA GERMAN VEHICLE VIO REPORT

VIO until 2022H2

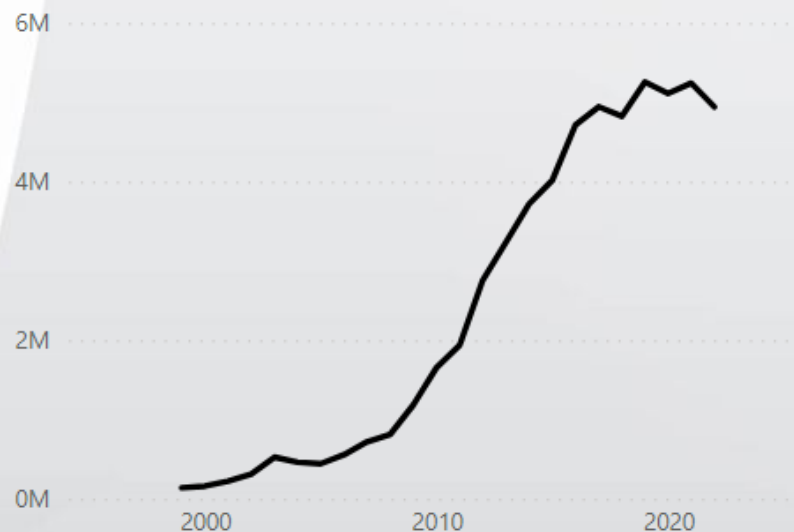
China Mainland



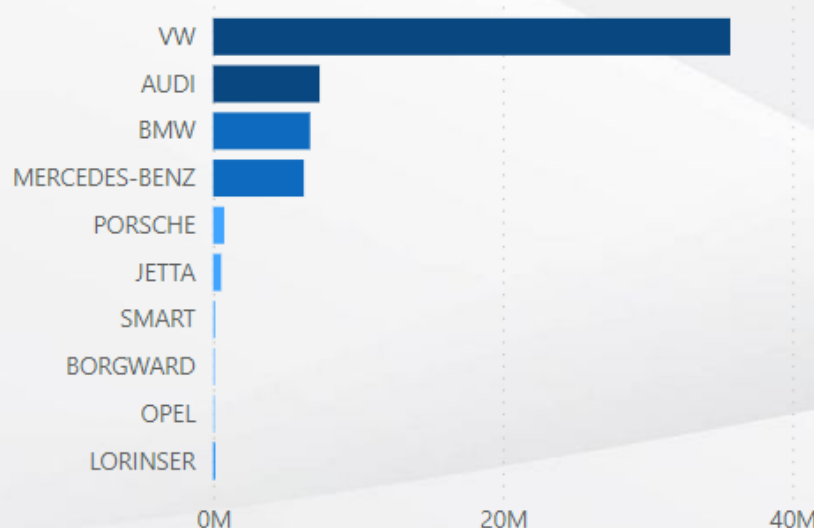
## Vehicle in Operation by Brand\_Country\_Origin



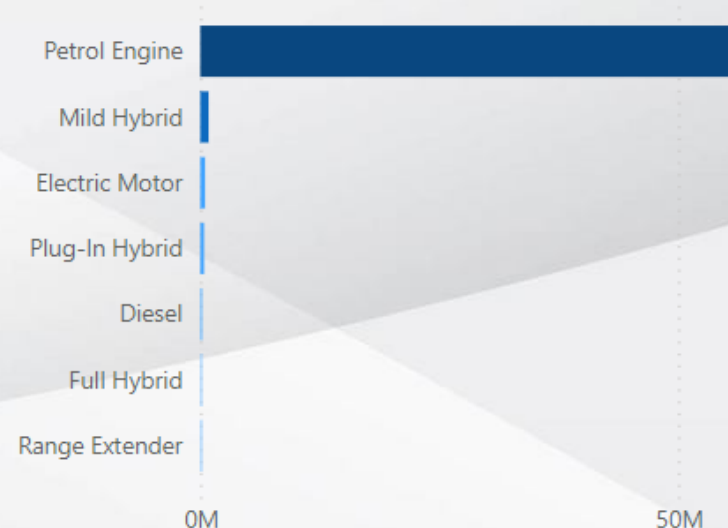
## German Vehicles in Operation by Registration year



## Top 10 Vehicle in Operation by Brand



## Vehicle in Operation by Kind\_of\_engine



## Top 3 German Vehicle in Operation



**VW(SVW)**  
**MODEL**  
**LAVIDA**  
**4,806,531**  
**POPULATION**  
**1.69%**  
**SHARE**



**VW(FAW)**  
**MODEL**  
**JETTA**  
**3,467,166**  
**POPULATION**  
**1.22%**  
**SHARE**



**VW(SVW)**  
**MODEL**  
**SAGITAR**  
**3,459,251**  
**POPULATION**  
**1.21%**  
**SHARE**

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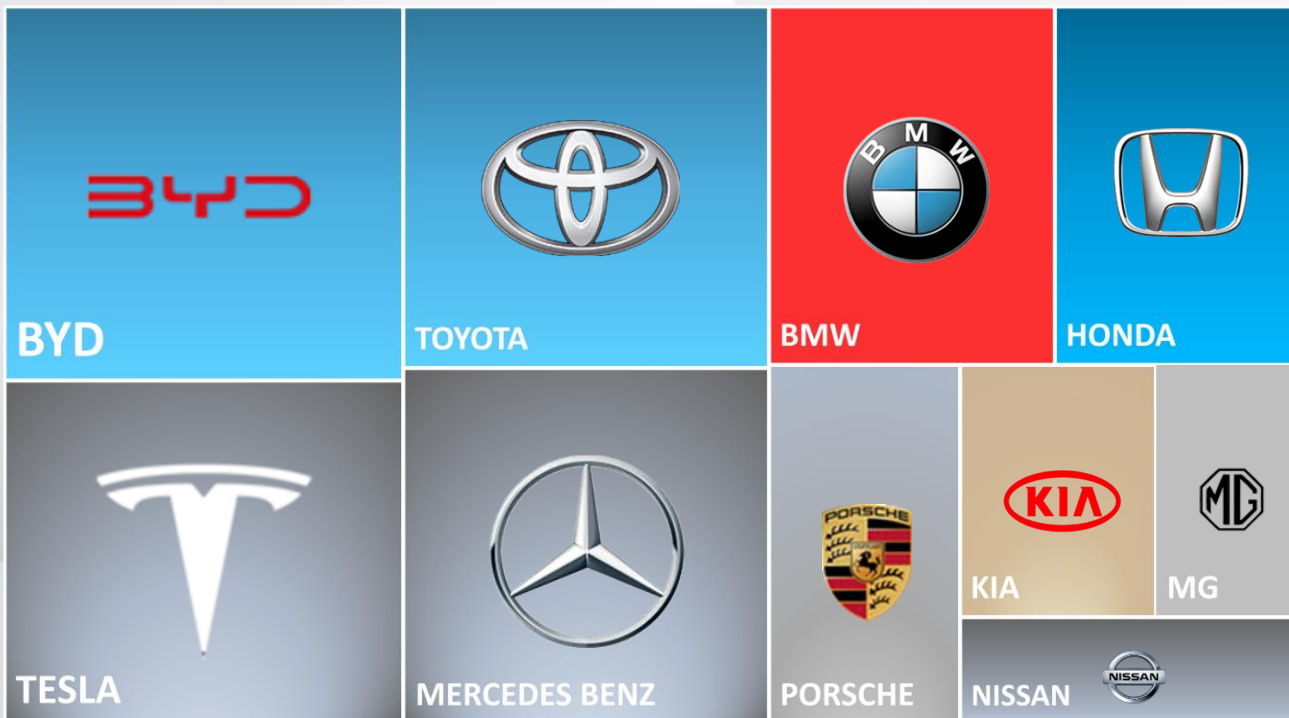


## Hong Kong Highlight Vehicle News

### Hong Kong January 2023 Vehicle News

Passenger car sales increased by 22.3% y/y to 2,530 units in January 2023 and 2,068 units in January 2022. BYD sales were 344 units, up 91.1% month-on-month, surpassing TESLA and Toyota to become the most popular car brand in Hong Kong.

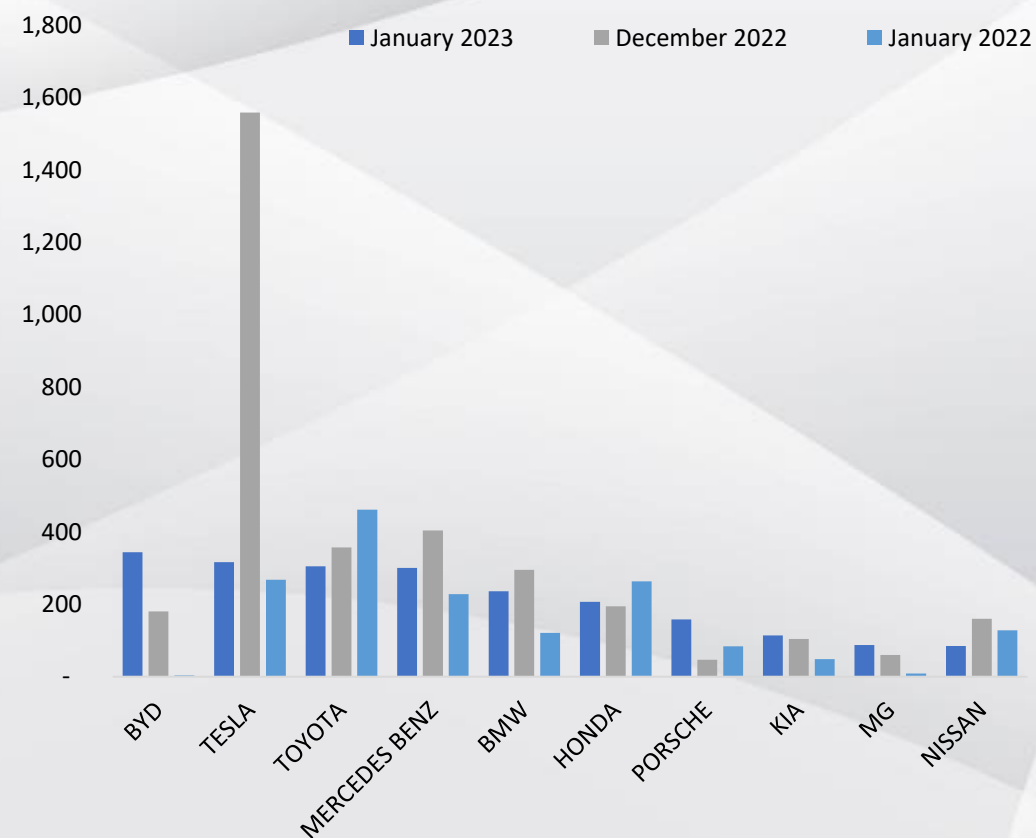
TESLA ranked second with sales of 316 units, up 17.9% year-on-year. Toyota fell 14.6% month-on-month to rank third. Mercedes-Benz sales fell 25.7% from December to rank fourth. BMW ranked fifth with sales of 236 units, down 59 units from December. The remaining brands in the top 10 showed varying degrees of growth in sales except for Nissan, and the sales of the entire automobile market also showed an increase trend.



### Hong Kong Sales Comparison

**The overall trend of total vehicle sales is increasing**

In January, BYD became the most popular car manufacturer in Hong Kong. TESLA sales plunged month-on-month and remained in second place. Toyota's sales continued to decline compared to the past, ranking third. Mercedes-Benz sales also showed a downward trend, ranking fourth. BMW's sales fell from December to fifth place. The remaining brands showed varying degrees of sequential sales growth.



# HONG KONG GERMAN VEHICLE VIO REPORT

Hong Kong (China)



VIO until 2021H2

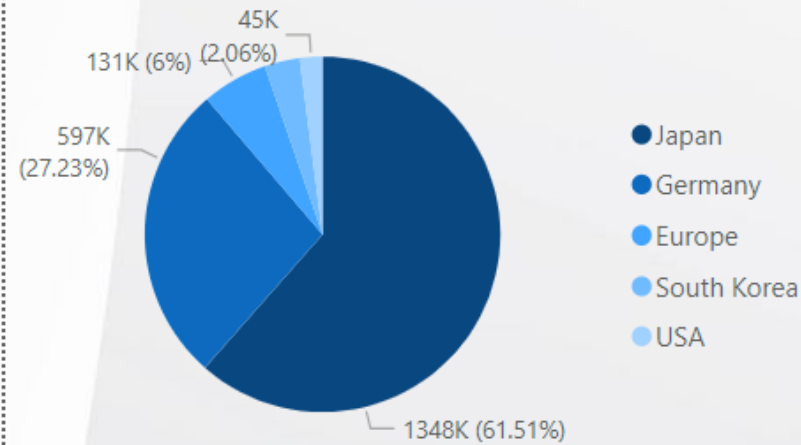
GERMAN VEHICLES IN OPERATION

202,854

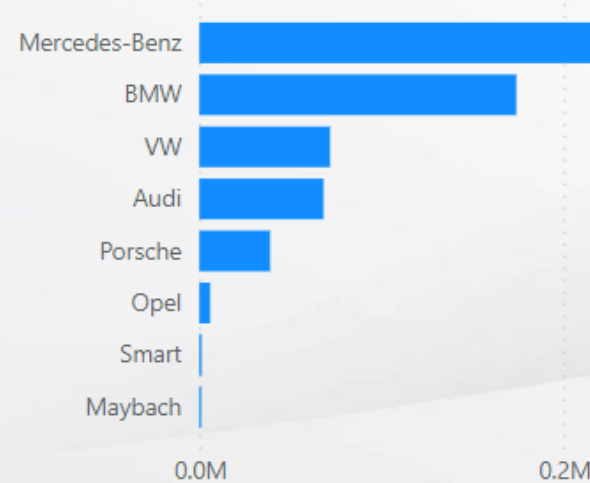
KTYPE WITH VIO

551

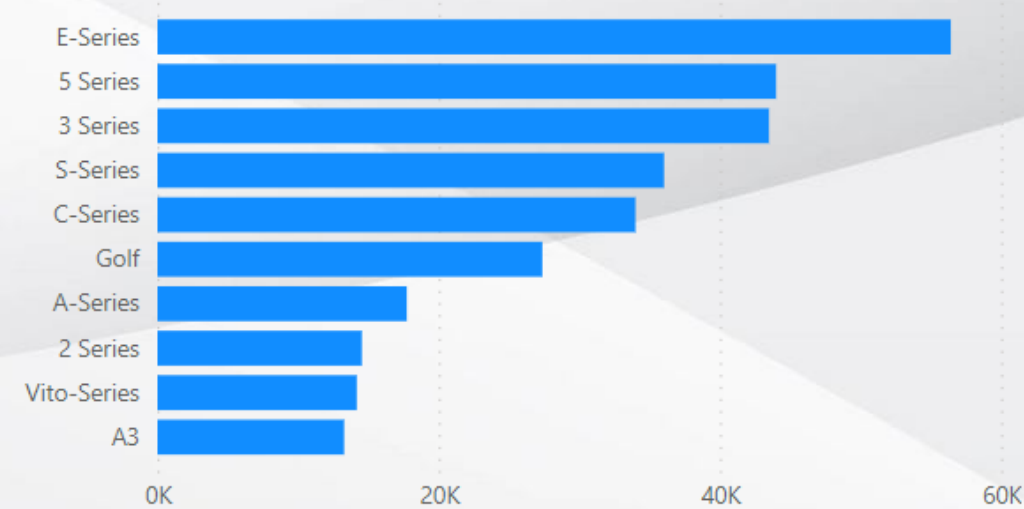
Vehicles in Operation by Brand\_Country\_Origin



German Vehicles in Operation by Make



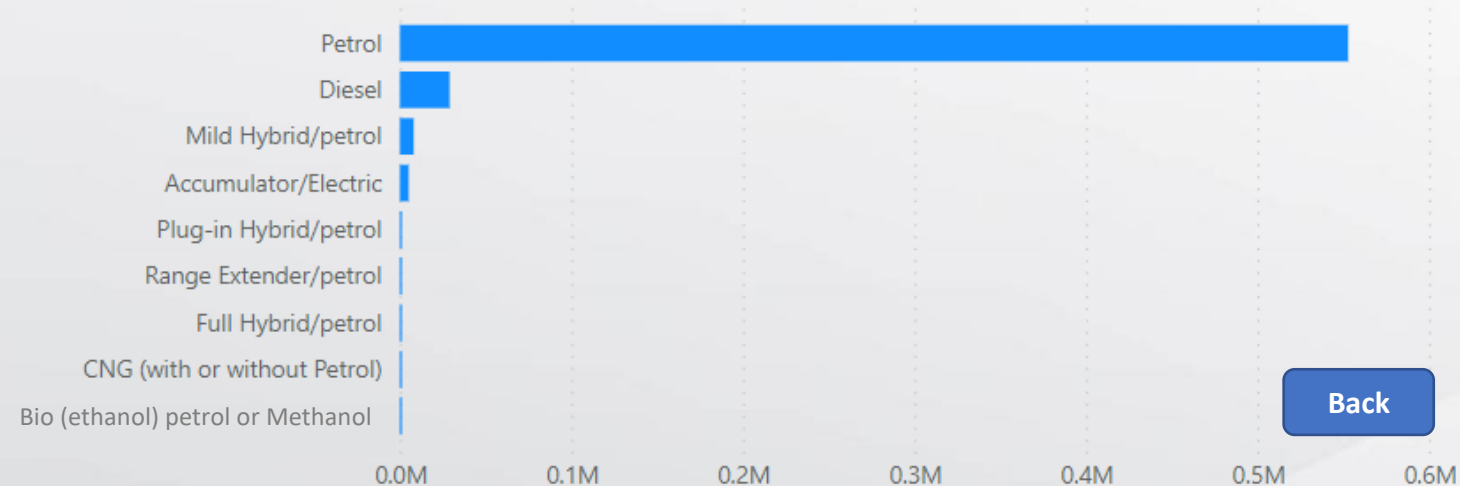
Top10 German Vehicles in Operation by Model range



German Vehicles in Operation by Registration year



German Vehicles in Operation by Fuel type



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## Taiwan Highlight Vehicle News

### Taiwan Auto Sales Report for March 2023



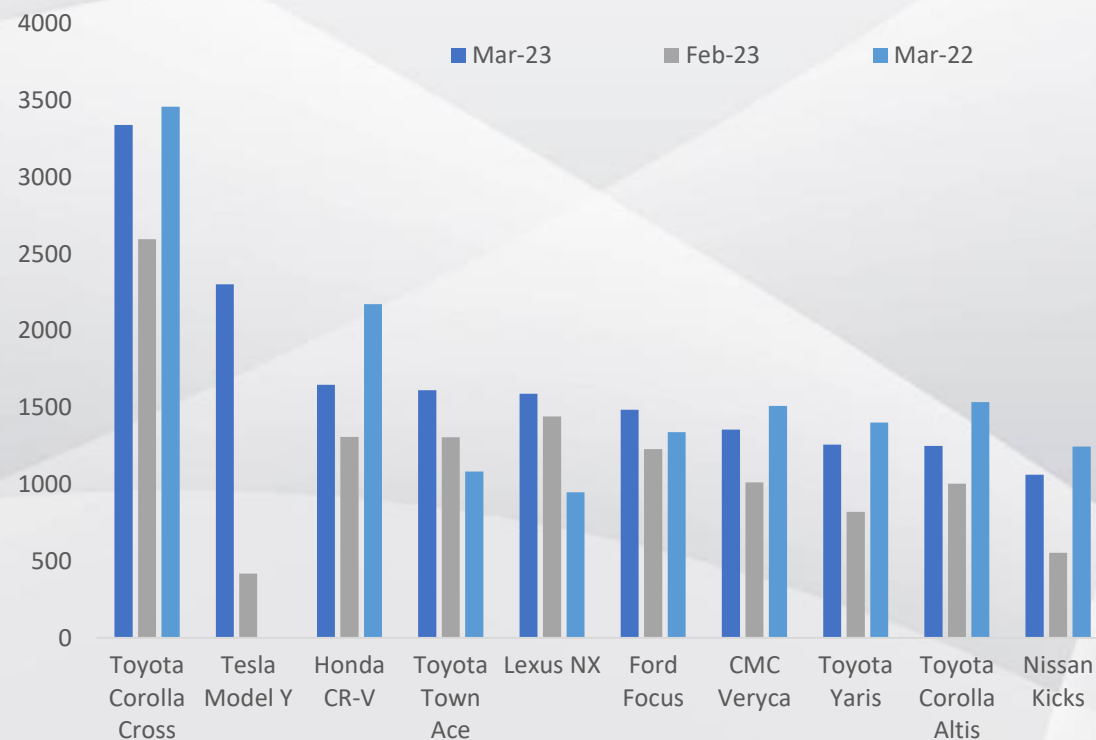
With the end of March, it also means that the first quarter of 2023 car sales are officially over. Unlike the post-sales off-season in February, the total market for new cars delivered outstanding results in March, with as many as 24 working days in the whole month, 44,161 vehicles were handed over, an increase of 34.6% compared with February 2023 and an improvement of 12% compared with March 2022.

In terms of total market share, domestically produced vehicles accounted for 53.4% of the total market, while imported vehicles accounted for 46.6%, which is still the trend of domestic cars achieving more than half of sales. However, with the significant increase in the delivery volume of imported luxury cars and the large-scale delivery of Tesla, which belongs to the same luxury car camp, the total market share of imported luxury cars reached a high of 27.2% in March, accounting for nearly 30% of the total market, which is indeed impressive.

### Taiwan Sales Comparison

#### The total new car market delivered outstanding results in March

The sales volume of the top 10 automakers in the total market increased significantly compared to February. The March sales championship was won by Taiwanese supernova Toyota Corolla Cross with 3,339 units. The Tesla Model Y came in second with 2,302 units, up 449% month-over-month sales. Honda CR-V ranked third with 1,648 units, up 25.9% month-on-month and down 24.2% year-on-year. Toyota Town Ace ranked fourth with 1,613 units, up 23.6% month-on-month and 48.8% year-on-year. The Lexus NX came in fifth place in December with 1,589 sales, and the Ford Focus finished sixth for the first time with 1,486 sales. Finally, CMC Veryca, Toyota Yaris, Toyota Corolla Altis, Nissan Kicks ranked seventh, eighth, ninth and tenth with 1355, 1259, 1250, and 1063 units, respectively.



# TAIWAN GERMAN VEHICLE VIO REPORT

Taiwan (China)



VIO until 2022H1

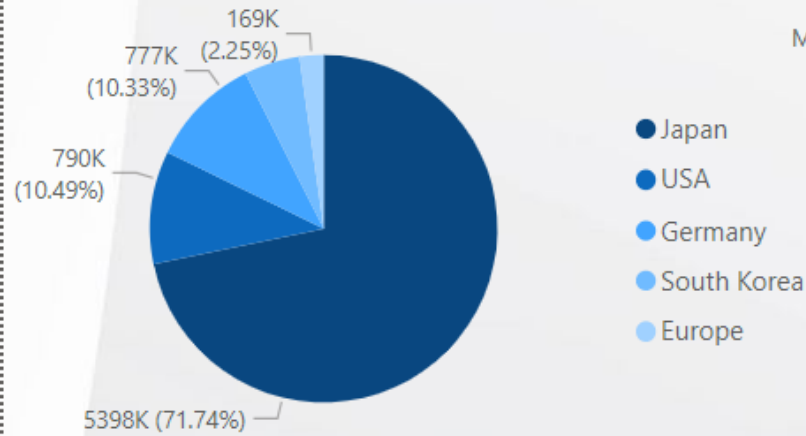
GERMAN VEHICLES IN OPERATION

777,356

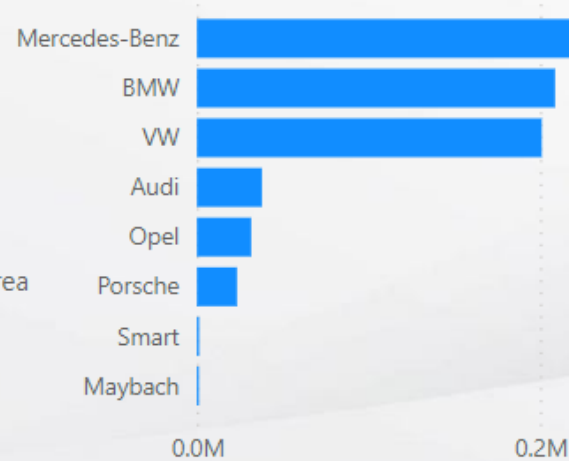
KTYPE WITH VIO

2464

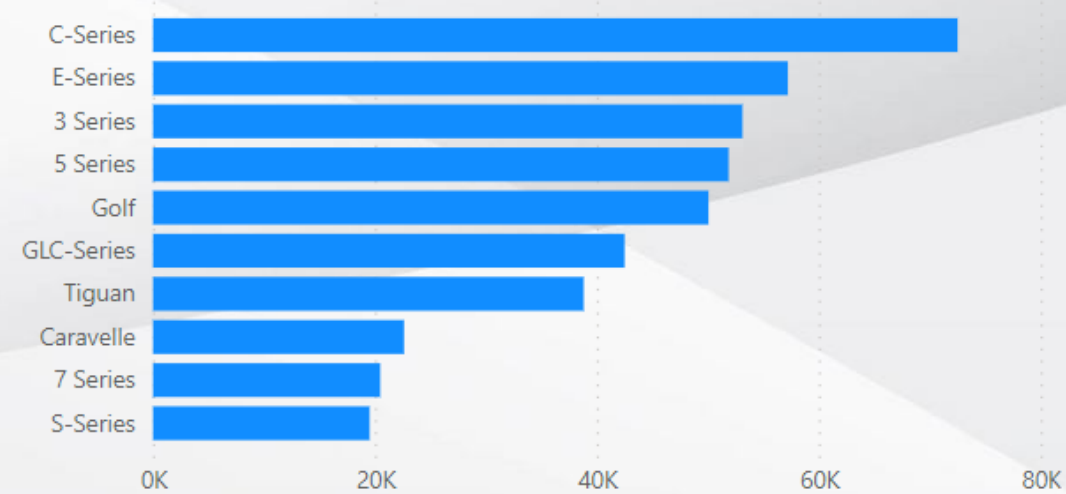
Vehicles in Operation by Brand\_Country\_Origin



German Vehicles in Operation by Make



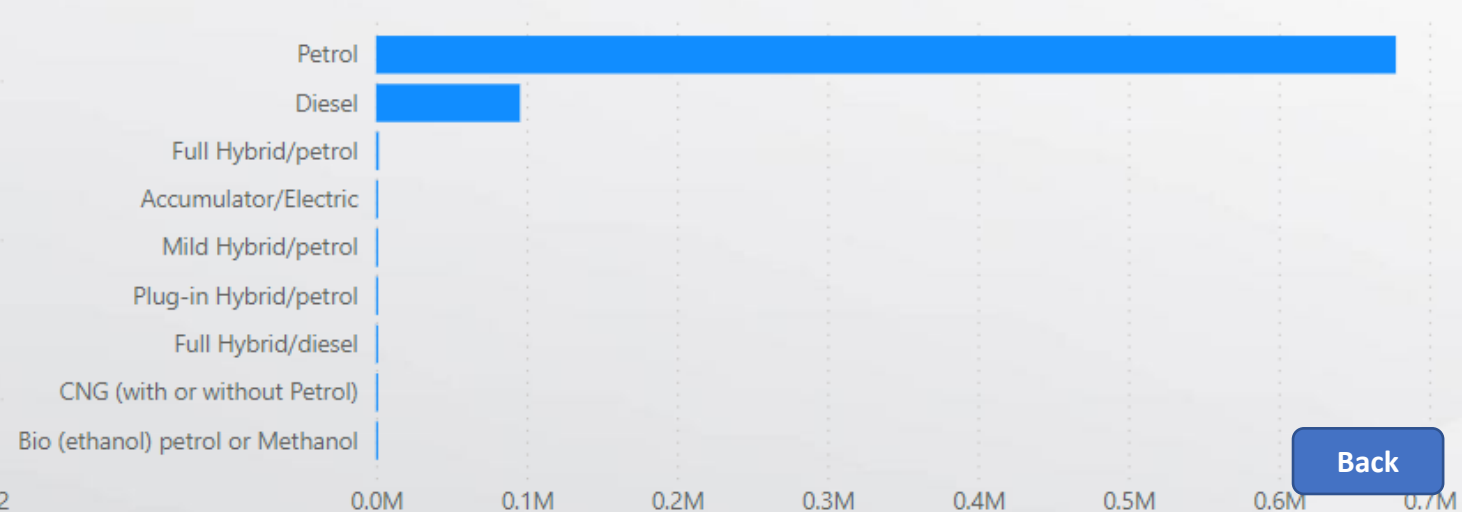
Top 10 German Vehicles in Operation by Model range



German Vehicles in Operation by Registration year



German Vehicles in Operation by Fuel type

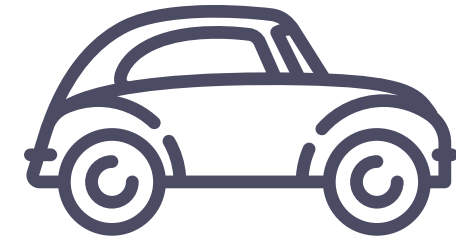


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# 02 | TecAlliance Data

(VDS / OES / RMI Data)



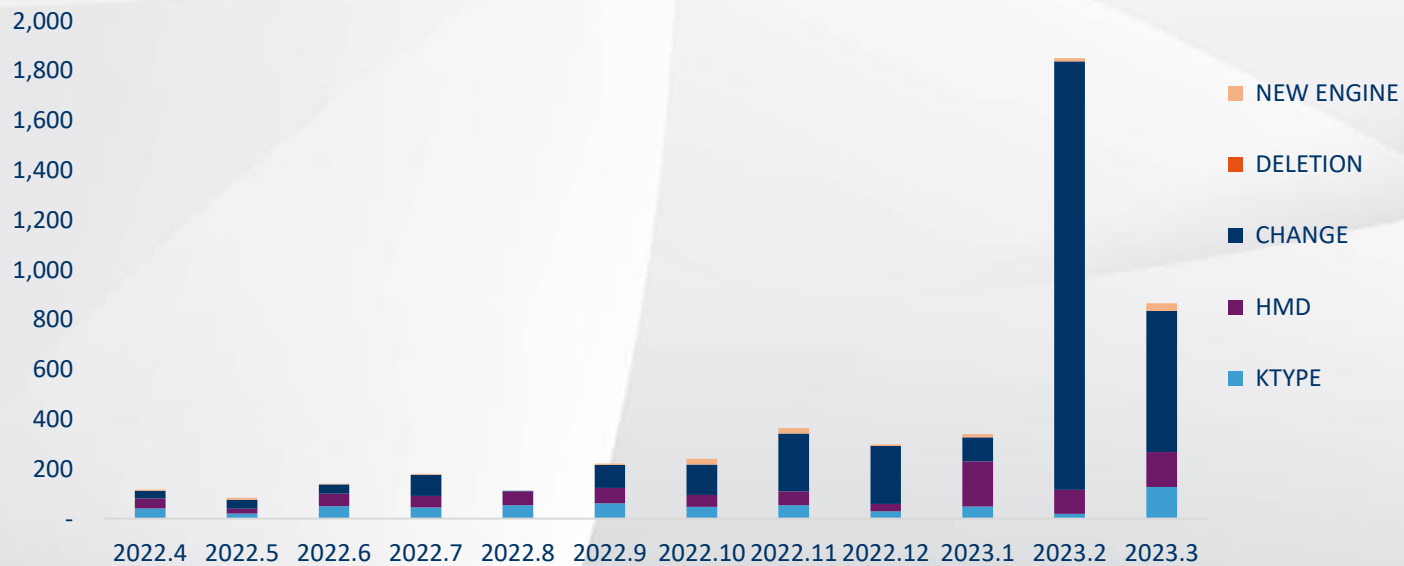
# Vehicle Data Overview



# TecAlliance Vehicle Team DashBoard

## VDS Monthly Dashboard

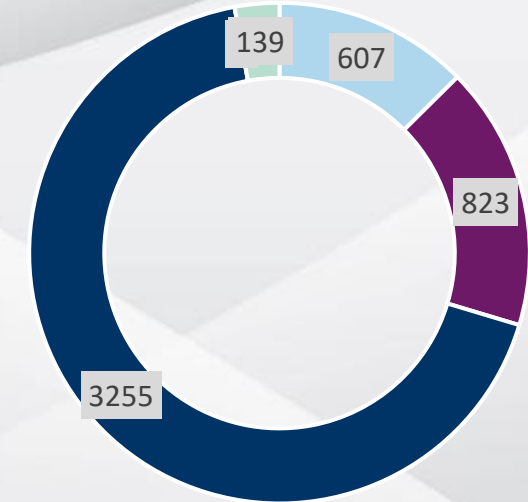
2022 Apr– 2023 Mar



YEAR	2022	2022	2022	2022	2022	2022	2022	2022	2022	2023	2023	2023
MONTH	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
KTYPE	42	21	51	46	55	62	48	55	30	49	20	128
HMD	40	20	50	46	55	62	48	55	30	181	96	140
CHANGE	30	35	37	85	2	93	122	233	232	97	1722	567
DELETION	0	0	0	0	0	0	0	0	0	0	0	0
NEW ENGINE	6	8	3	4	6	5	23	21	7	13	12	31

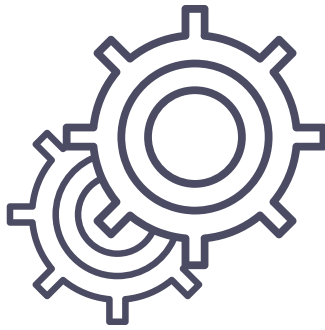
## Latest K-type numbers (China Mainland) : 10729

2022 Apr – 2023 Mar



- KTY** Release new K-type for China market
- HMD** Release new HMD for China market
- CHA** Do amending to K-type and HMD
- DEL** Remove invalid K-type and HMD from China
- ENG** Create new engine code in the database





# OES Data Overview





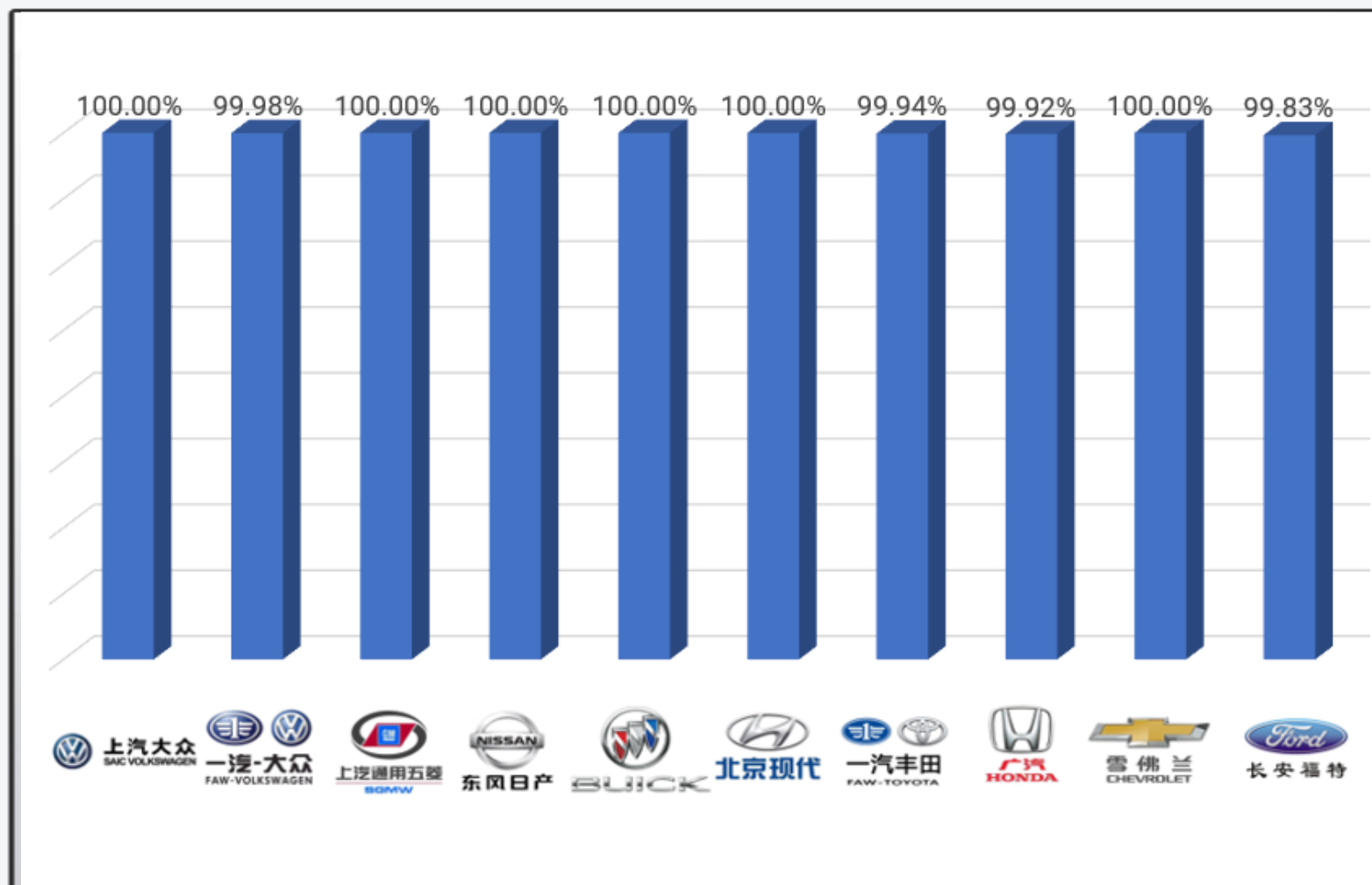


## Braking & Hydraulics System Coverage

*based on China  
2022 VIO 273M*

**273M**

*( K-type Coverage )  
& Manufacturers*

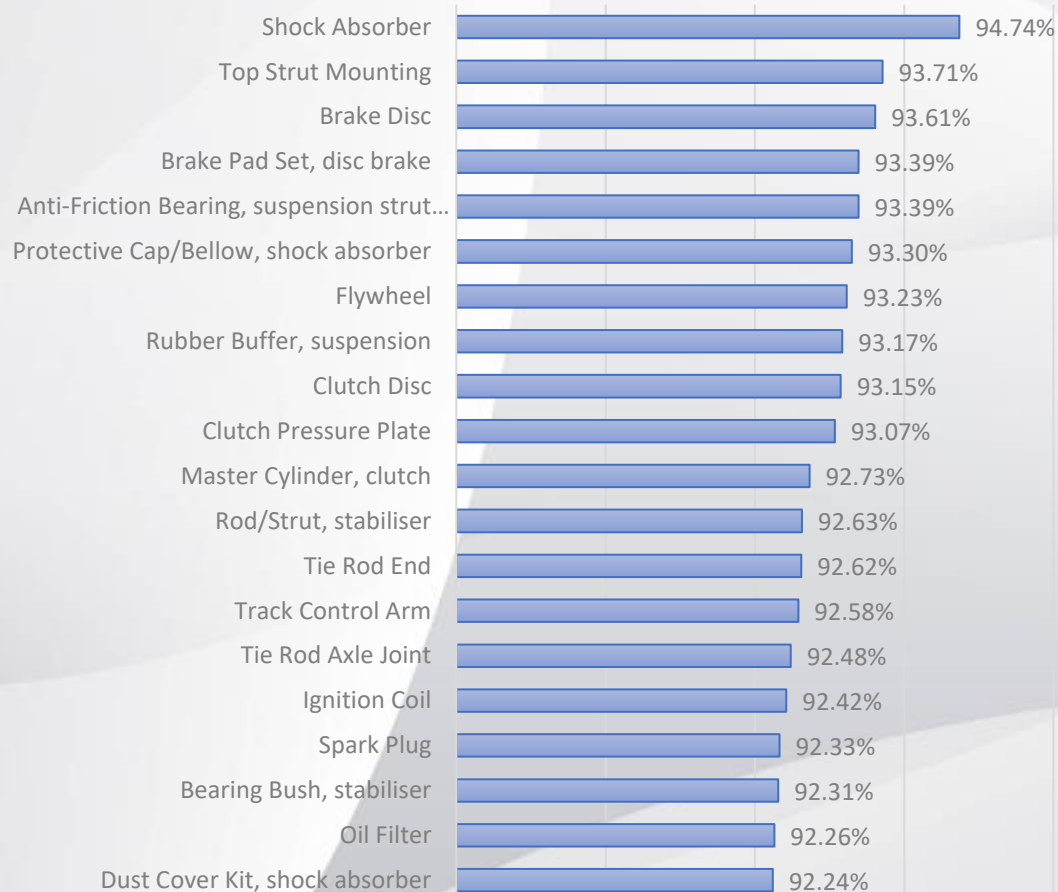




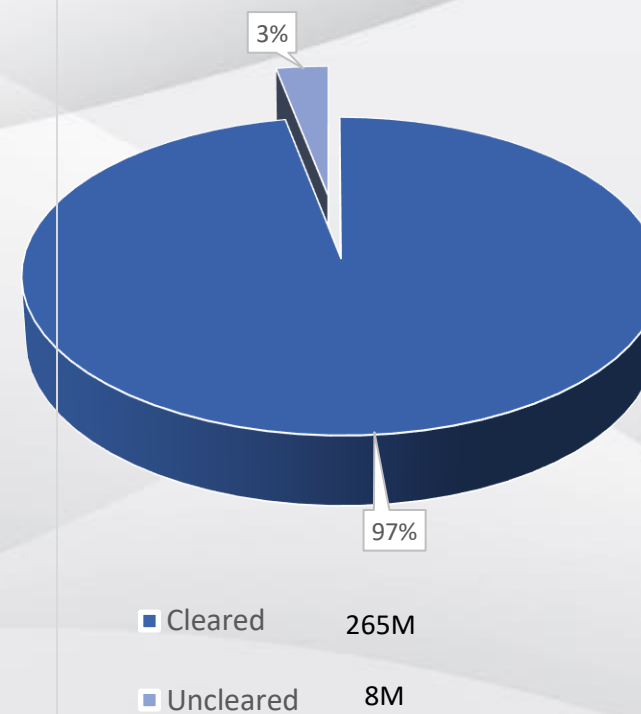
## Data on-hand by Generic Article (GA)

K-type coverage by Generic Article(GA) is based on China 2022 VIO 273M & Availability of EPC

**Top 20 GA**



**VIO coverage (based on acquired EPC)**

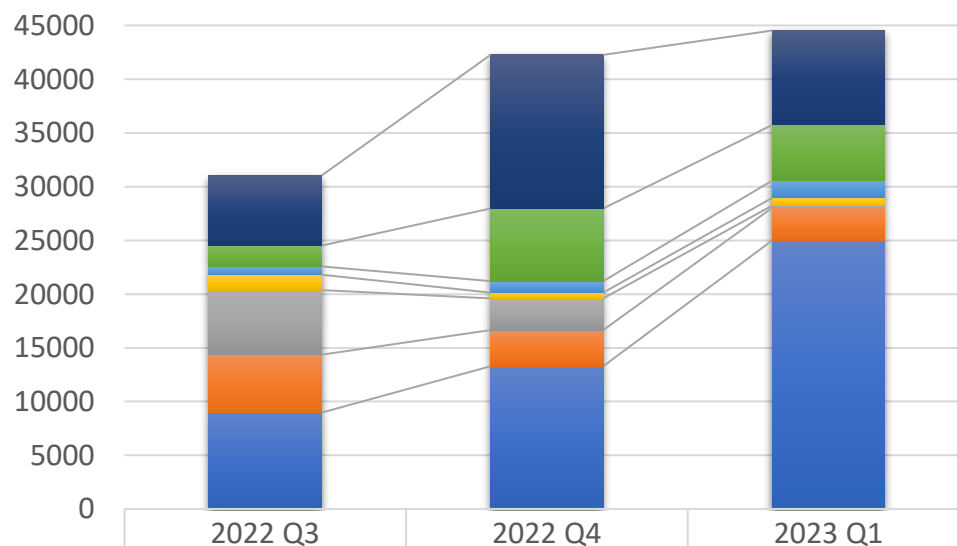




# New OE to K-type Linkages by Month

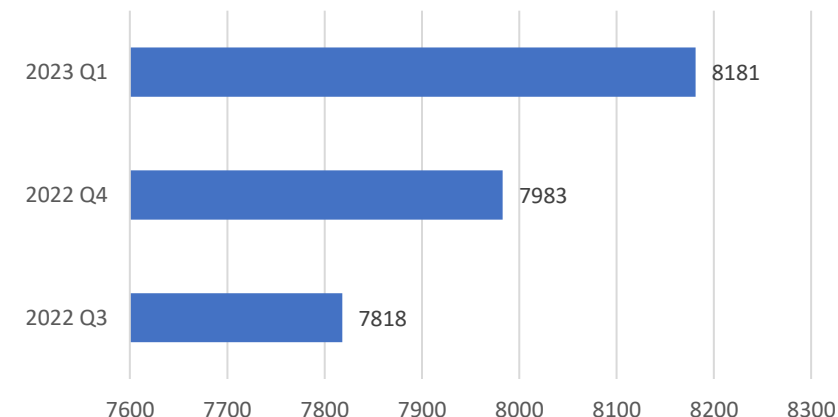
PADS Team Dashboard

New parc linkage to K-type

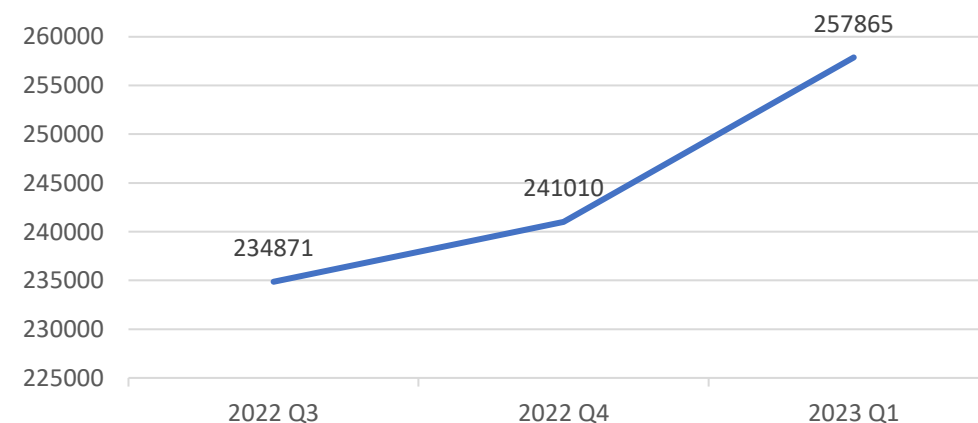


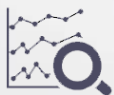
Steering & Suspension	6539	14322	8788
Ignition	1939	6763	5196
Glazing	772	1071	1608
Exhaust	1411	533	713
Engine & Sealing Products	6033	2933	186
Cooling	5385	3386	3059
Braking & Hydraulics	8969	13278	24986

Total K-type matched OE number



Total OE number matched to K-type



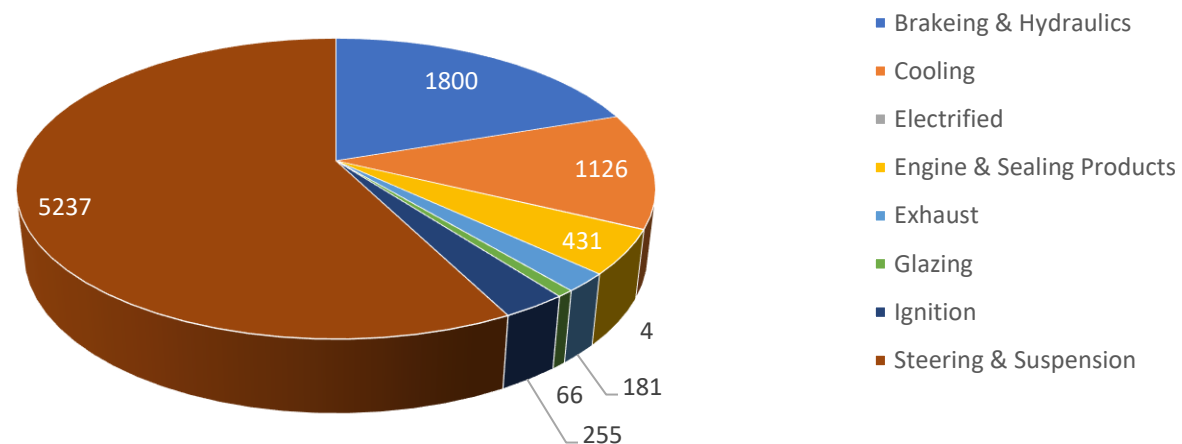


## New OE Number by Quarter

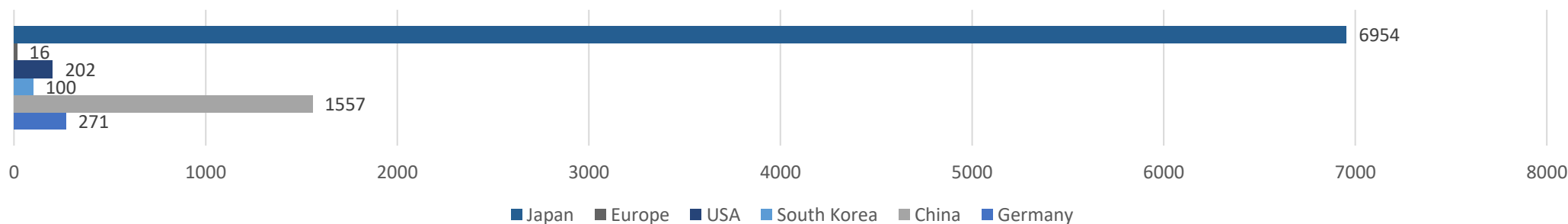
### Total New OE Number

**9100**

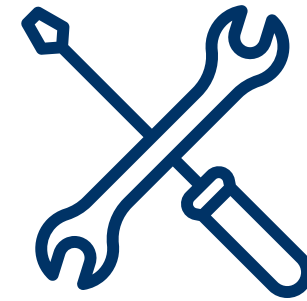
New OE Number by Group



New OE Number by Series



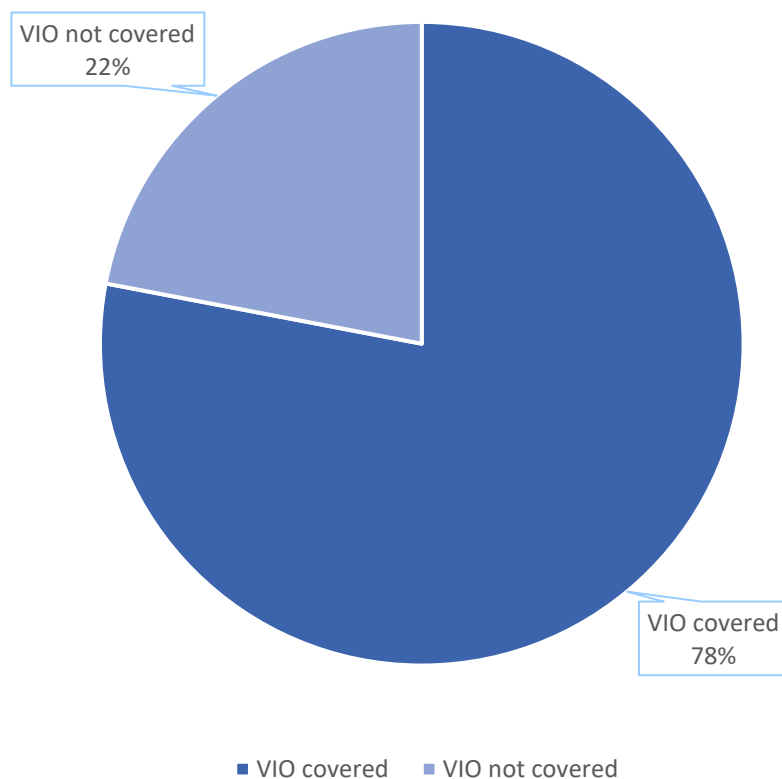




# RMI Data Overview



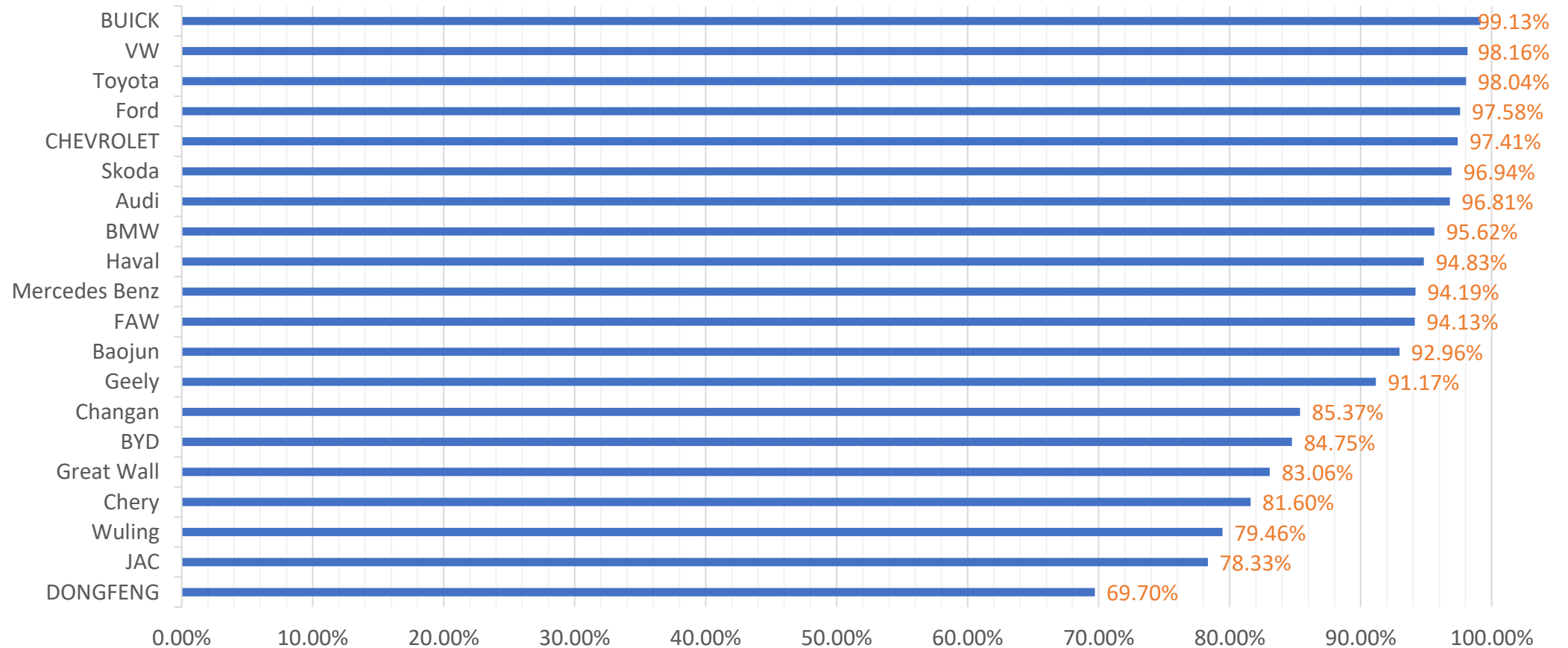
## TecRMI Data Overview (maintenance)



**78%**  
—  
**214M** Vehicles  
Of **273M** VIO Completed

# Top 20 Vehicle Brand Based on China VIO

## Coverage of Maintenance Information





*Engine Oil*

*~93% of VIO*



*Gearbox Oil*

*~88% of VIO*



*Brake Fluid*

*~75% of VIO*



*Coolant*

*~66% of VIO*



*A/C Refrigerant*

*~60% of VIO*



*Others Available  
on Demand*

*axle oils, steering oil etc.*





# TecRMI Maintenance data overview

## Maintenance Interval

- |                              |             |
|------------------------------|-------------|
| ▪ Engine Oil and Filter      | ~82% of VIO |
| ▪ Spark Plug                 | ~78% of VIO |
| ▪ Transmission Oil and Fluid | ~78% of VIO |
| ▪ Air Filter                 | ~78% of VIO |
| ▪ Interior Filter            | ~78% of VIO |
| ▪ Fuel Filter                | ~78% of VIO |
| ▪ Brake Fluid                | ~78% of VIO |
| ▪ Coolant                    | ~78% of VIO |



# 03 | Company News

- We participated in Taipei AMPA show



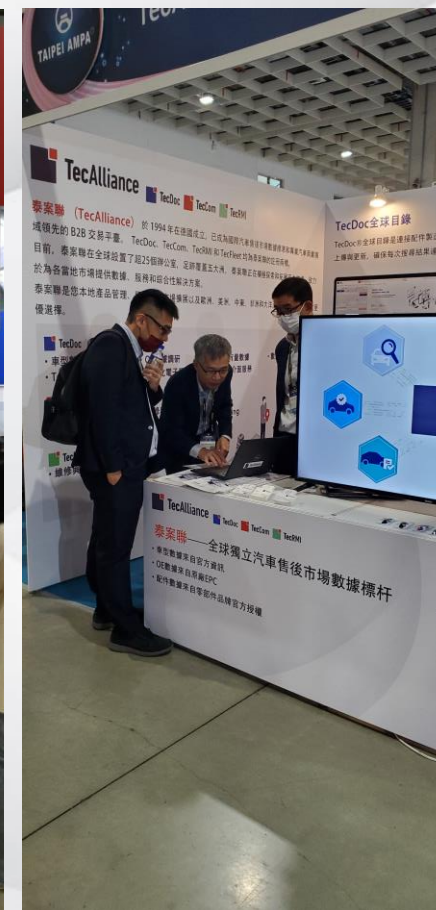
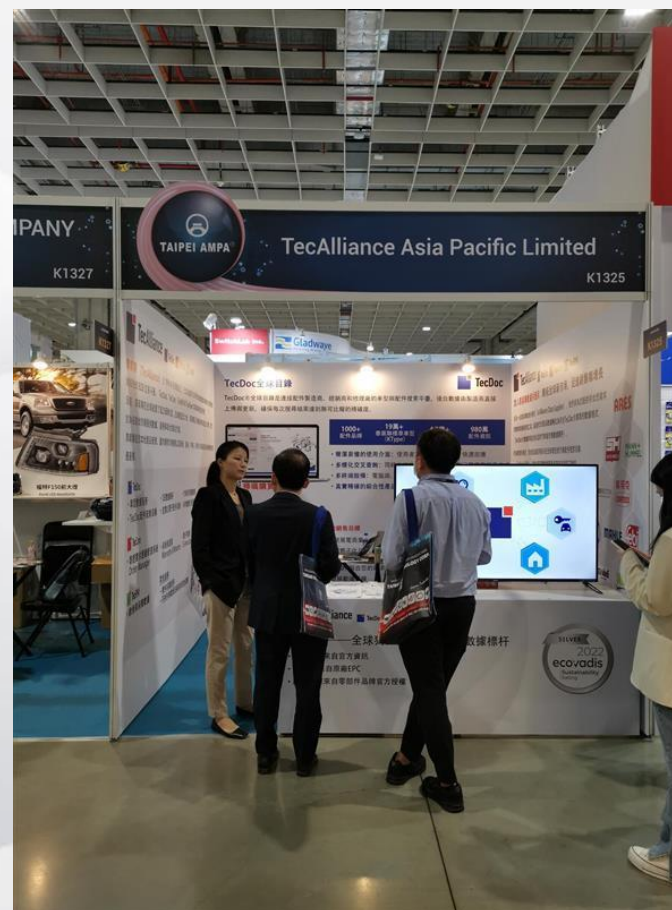


### We participated in Taipei AMPA show

From April 12 to 15 in Taipei, Taiwan, we successfully exhibited at 2023 Taipei International Automobile and Motorcycle Parts & Accessories Show (Taipei AMPA), the second largest automotive exhibition in Asia. As the region reopened this year after the global health crisis, our booth was crowded with visitors from across the world.

This year, the show welcomed more overseas exhibitors and visitors than last year, while our professional team on site received around 70 customers who operate in different parts of the globe, eager to learn how our offerings and global expertise can drive their business to win a competitive edge.

One of the most heated topics discussed during the show was our Data Supplier (DS) service. Impressed by the multifold benefits that come with the identity of TecAlliance Data Supplier, e.g. better visibility in the global auto aftermarket community and faster time to market, parts manufacturers and distributors showcased huge interests in presenting their products on our time-tested catalogues. Out of question, many workshop customers got new insights about our web catalogues, after witnessing the live demo of vehicle and spare parts identification accomplished by TecDoc catalogue.





## Company News



Another highly-consulted field was our latest offerings for North American continent. To date, thanks to our globalized footholds, we can provide VIO and OE data in the locally recognized format of ACES & PIES. Meanwhile, our data mapping service, which converts data in TecDoc standard into ACES, represents a potent tool to our existing and potential customers who seek to sail into the North America and Mexico markets.

Now we have rung down the curtain on the annual AMPA show in Taipei, but we will continue to help local businesses embrace higher sales figures with streamlined efforts by utilizing our data, data & product management services and process optimization solutions.



# TecAlliance Marketing Campaign 2023



2023.02.15 - 18	Automechanika Shanghai/Shenzhen, China
2023.03.07 - 09	International Auto Aftermarket Expo (IAAE), Tokyo, Japan
2023.03.29 - 30	Flotte! Der Branchentreff, Dusseldorf, Germany
2023.03.16 - 18	Automechanika Kuala Lumpur 2023 (AMKL 2023), Malaysia
2023.04.05 - 08	Thailand Auto Parts & Accessories 2023 (TAPA 2023), Bangkok
2023.04.12 - 15	Taipei AMPA, Taiwan
2023.04.27 - 29	China Automobile Parts Fair, kungming, Yunnan
2023.04.25 - 29	Automec, Sao Paulo, Brasilien
2023.05.24 - 26	INAPA JAKARTA 2023 (Indonesia International Trade Show), Jakarta Indonesia
2023.06.07 - 09	Automechanika Birmingham, UK
2023.06.23 - 25	Automechanika HCMC 2023, Ho Chi Minh City, Vietnam
2023.09.05 - 07	Automechanika Johannesburg, Sudafrica
2023.10.02 - 04	Automechanika Dubai, Vereinigte Arabische Emirate
2023.10.31 - 11.02	AAPEX Show, Las Vegas, USAZ
2023.11.29 - 12.02	Automechanika Shanghai, China

# Contact Us

## Parts manufacturer China-Mainland



Vivi Liu

[Haiping.Liu@tecalliance.net](mailto:Haiping.Liu@tecalliance.net)

Tel: +86 182 2149 5081



Brian Sun

[Xiaofeng.sun@tecalliance.net](mailto:Xiaofeng.sun@tecalliance.net)

Tel: +86 136 6157 1331

## Ali China-Mainland



Joe Jia

[Chunhui.Jia@tecalliance.net](mailto:Chunhui.Jia@tecalliance.net)

Tel: +86 173 7264 2905

## E-platform China-Mainland



Franky Zhou

[Qi.Zhou@tecalliance.net](mailto:Qi.Zhou@tecalliance.net)

Tel: +86 135 2479 6845

## Taiwan (China) market business



Calinda Zhang

[Junfang.Zhang@tecalliance.net](mailto:Junfang.Zhang@tecalliance.net)

Tel: +886 903576846

## Global Web Catalogue



Ziying Ai

[Ziying.Ai@tecalliance.net](mailto:Ziying.Ai@tecalliance.net)

Tel: +86 176 1615 2038



# THANK YOU!

TecAlliance China

Tel: +86 21 3387 0258

Website: [www.tecalliance.cn](http://www.tecalliance.cn)

Address: Room 1015, Floor 10, Block 1, NO.1868 Gonghexin Road | Shanghai China

