

## **Marketresearchreports.biz: China Electric Vehicle Motor Controller Market to Attain Rapid Growth Rate**

*Marketresearchreports.biz has recently added a research document to their roster, titled "China EV (Electric Vehicle) Motor Controller Market Report, 2014".*

Albany, NY ([PRWEB](#)) January 13, 2015 -- The report states that the electric vehicle market is developing at a rapid rate on a global stage, and has shown an optimistic state in the Chinese markets.

The 2013 demand for EV motor controllers in China had reached almost 18,000 sets, with a cumulative market worth of RMB331 million. The report adds a projection that by 2017, the China EV Motor Controller Market will reach a demand of 280,000 sets with a market value of RMB4.6 billion. The market will grow at an AAGR of 93% from 2013 to 2017. The current China EV motor controller market is at a rudimentary level. Experts believe that the market will pick up steam and demand will increase solidly, giving it a higher rate of profit.

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Two of the Chinese EV motor controller market players, Shenzhen V&T Technologies and Shenzhen Inovance Technology, have a gross profit margin of more than 45%. The situation could change in the future as the market size expands. An increasing number of competitors will put a downward pressure on profit margins. But the report maintains that the current short term growth rates show a much higher profit.

The key drivers for the China EV motor controller market are the high profitability prospects and a rapidly increasing demand. Domestic enterprises are expected to ramp up their production rates to meet these upcoming heavy demands.

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The biggest player in the China EV motor controller market is Shanghai Edrive, a company that offers an annual capacity of 30,000 motor system sets. The company is also the leader in the field of developing motor controllers that are suitable for multiple electric vehicles.

Another major player in the China EV motor controller market is Shenzhen Inovance Technology, which is an industrial inverter and controller suppliers in the domestic markets of China. The company grossed RMB120 million from orders of motor controllers for new-energy vehicles in October 2009.

The report explains the China EV motor controller market in terms of mode of supply with essentially 5 sub-categories.

Mode I or the internal supply includes the vehicle manufacturers that are involved in the production of controllers and drive motors that internally provide supported equipment. Companies in the Mode I category are Hunan CSR Times Electric Vehicle and BYD. Mode II and Mode III collectively include enterprises that manufacture both controllers and drive motors, such as Dajuntech, Shanghai Edrive, and Jing-Jin Electric. These companies supply their EV motor controller products directly to the vehicle manufacturers.

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Mode IV and Mode V manufacturers include Siemens and Fugong EV Tech. the companies purchase products from individual manufacturers and assemble them on the floor. Mode VI includes the companies that purchase products from controller and motor manufacturers individually, with the controller manufacturer providing the system integration.

The overall motor controllers for new-energy vehicles generated sales revenue of RMB140 million in 2014, which is a huge leap from the 2013 records.

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