



The Electrical & Electronic Parts Specialist



為升電裝工業股份有限公司
CUB Elecparts Inc.,

洪元通
Kevin@cubelec.com.tw

爲升簡介



- Established 1979 in Taiwan
- Went public at 2009 (2231)
- Capital: 22M U.S.D.
- CEO : S.C. Arbula / 尤山泉
- Employees: 450+
- Cub Shanghai Established: 2007

Product (Switches)

Combination Switch



Dimmer & Headlight Switch



Power Window Switch



Ignition Switch



Seat, Stop light & other switches

Product (Sensors)



Crankshaft Position Sensor



Oil Pressure Sensor/Sender



Camshaft Position Sensor



Vehicle Speed Sensor



Tire Pressure Monitor Sensor

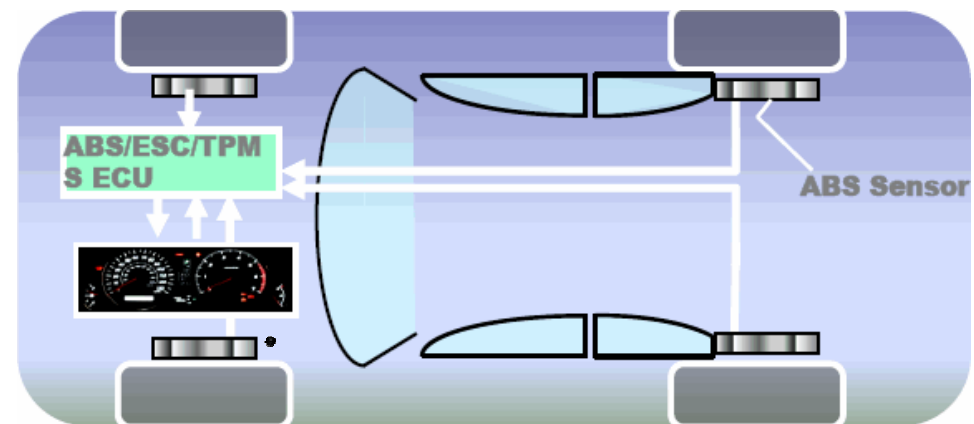
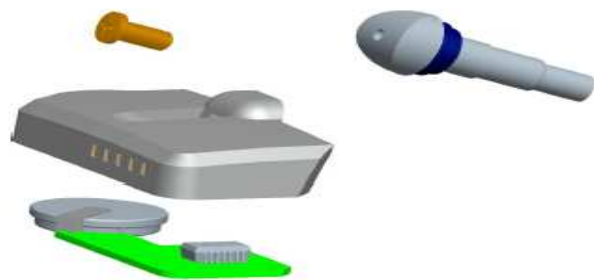


Tire Pressure Monitor System



安全

省油耗



直接式 90% Wireless / Pressure sensor

間接式 10% Wheel speed based TPMS

TPMS 相關法規



EU Legislation

- Effective 2012/11/01 New Models
- Compulsory 2014/11/01 All New Cars



Japan is expected to adopt approximately one year after European Union implementation.



TPMS final rule



Firestone

- 2005, Oct 5 * 20% (Phase-in 1)
- 2006, Sep 1 70% (Phase-in 2)
- 2007, Sep 1 100%

- 2013/01/01 Newly Models
- 2014/06 All new cars



Korea



Taiwan

- ✓ 2014/11/01 Newly Models
- ✓ 2016/07/01 All New cars

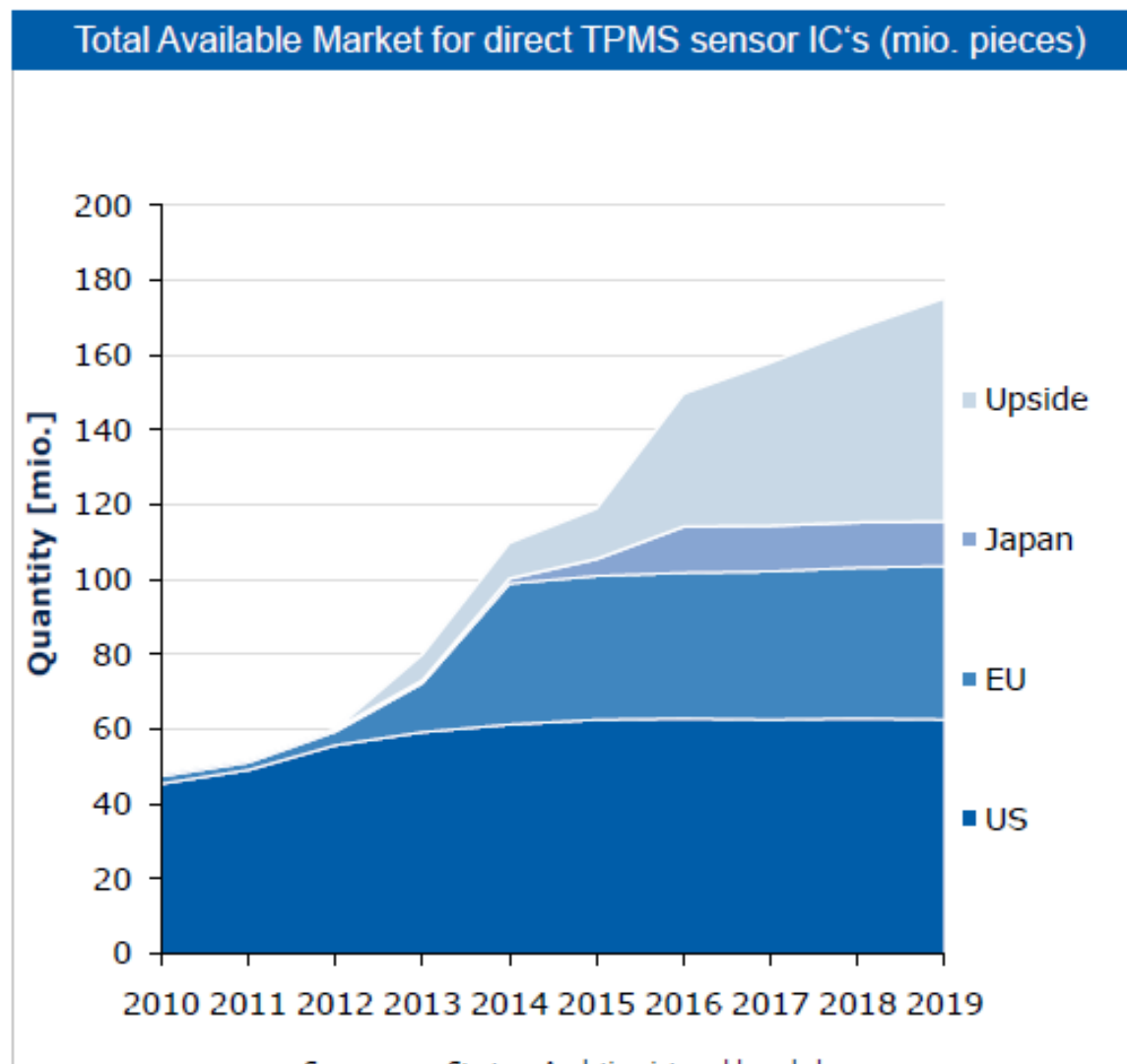


China Legislation GB T26149-2010

- 2015 Newly Models, plan
- 2016 All new cars, plan

2000 2005 2006 2007 2012 2013 2014 2015 2016

Total Available Market



Comments
<ul style="list-style-type: none"> ▪ The US market has nearly 100% coverage of direct TPMS
<ul style="list-style-type: none"> ▪ For EU and Japan we assume 2/3 direct systems; the Japanese market follows the European market with a delay of 2 years
<ul style="list-style-type: none"> ▪ Upside could be the Korean and the Chinese market, but also trucks and aftersales (e.g. Aftermarket, winter tires)

美國舊車保有量 U.S. After Market



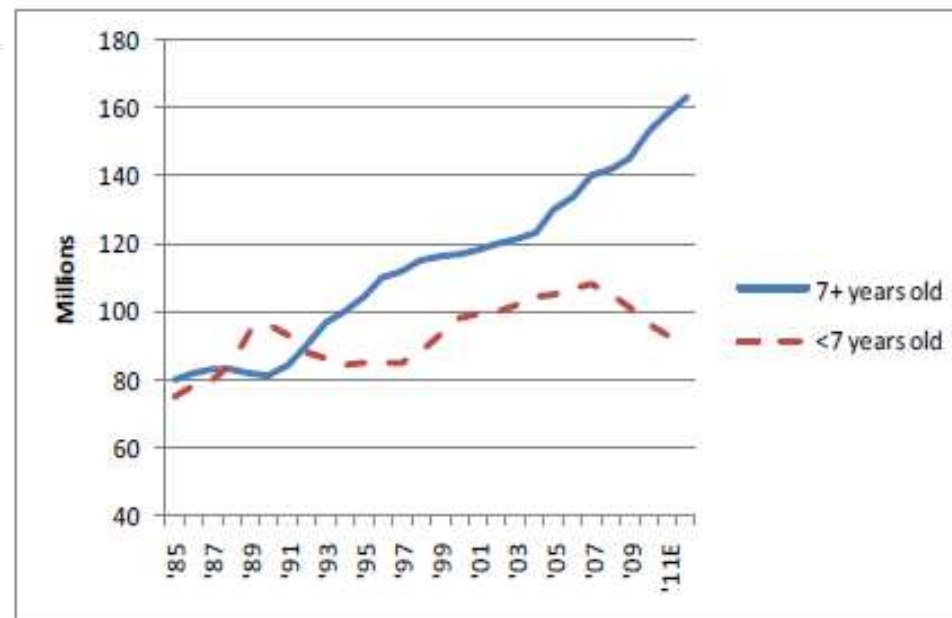
Polk Finds Average Age of Light Vehicles Continues to Rise

Aging fleet creates new challenges for Aftermarket; Polk forecasts more than 260 million light vehicles in operation by 2018

TUESDAY, AUGUST 6, 2013

SOUTHFIELD, Mich. (August 6, 2013) – The U.S. vehicle fleet population is changing, a shift that gives way to significant opportunities for certain automotive aftermarket segments according to Polk, the global automotive market intelligence firm recently acquired by IHS (NYSE: IHS).

As part of its analysis, Polk reports the average age of all light vehicles on the road now stands at a record high of 11.4 years, based on review of over 247-million U.S. car and light truck registrations earlier this year. For passenger cars average age also met a record high at 11.4 years while the average age of light trucks also increased to a record 11.3 years. Polk expects this trend to continue, while a shift in the fleet of vehicles in operation (VIO) is underway.



*7+ Car Population Will Grow 3% Annua**
Next Five Years*

Sources: U.S. Department of Transportation, AAIA, Ward's Data

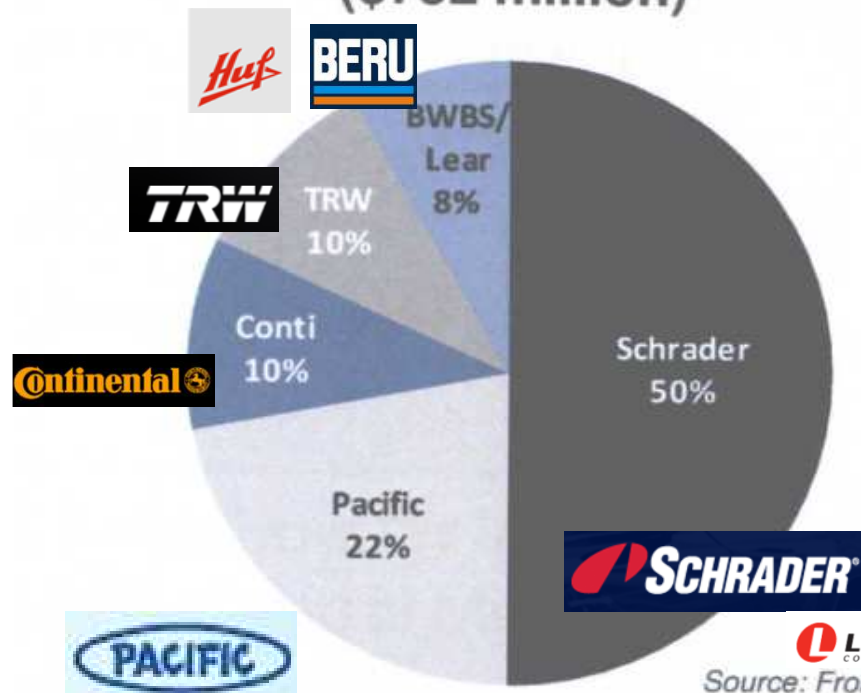
美國持有舊車比例增加，有利於TPMS之替換需求。

預估目前有**360M**(60Mx6) sensor在運轉。2015年後70%以上美國舊車都裝有TPMS。



TPMS Providers

2009 NAFTA OE Direct TPMS Market
(\$752 million)



LEAR
CORPORATION
Source: Frost & Sullivan

Service Problem in Tire Store



輪胎維修廠規格單純
Tire & wheel have international standard



卻要為 TPMS
處理大量庫存問題
>200 TPMS part numbers in USA

小輪胎店更會因為無法處理TPMS問題
連輪胎生意都會流失.



如果TPMS 也能規格化!!!
Tire store need universal system



Gen.3- **PUR**-TPMS

Programmable
Universal
Replacement

One tool + One 315 MHz sensor = All 315 Sensor
+ One 433 MHz sensor = All 433
Sensor



Lower Stock, Lower Inventory Risk

UNI SENSOR



SENSOR AID



- Programming
- Diagnostic
- Copy ID (EZ relearn)
- Internet Update
- High CP Value



TPMS Roadmap



Gen.1

1st version PUR system
 315 Mhz only. Option to 433Mhz
 Lock system (other tool can't scan)
 60% coverage

Gen.2

2nd generation PUR system
 315 /433Mhz
 unlock system
 Embedded sensor
 70% coverage (6 sensors)

Gen.3

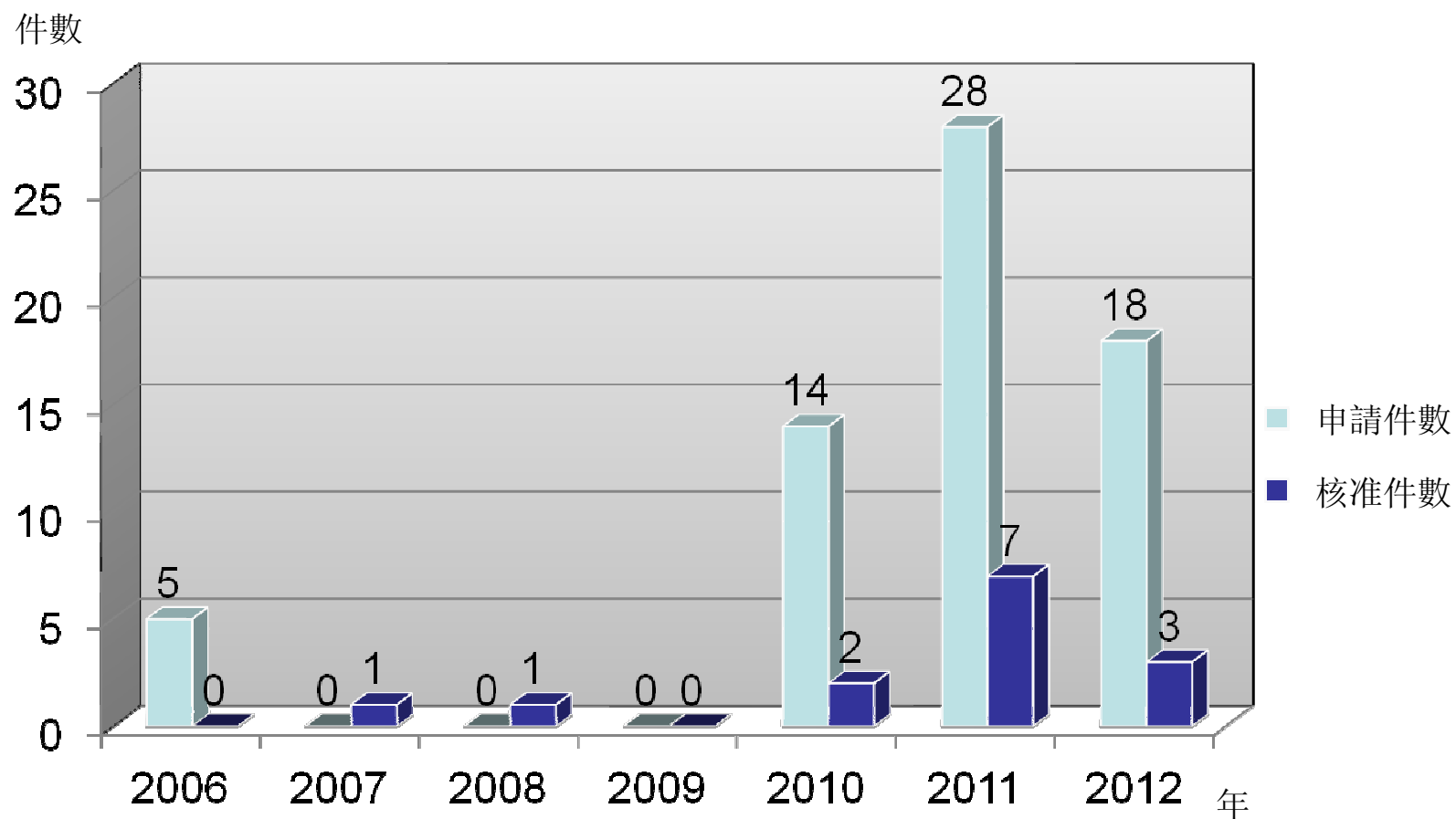
New PUR system
 315 /433Mhz (2 sensors)
 unlock system
 >95% coverage
 Blank sensor
 Wire & wireless solution

Receiver system
 for Asia market & OEM

Total solution tool
 for Tire Dealer

2007 2008 2009 2010 2011 2012 2013 2014 2015₁₄

專利佈局/Patent




Quality

We follow SAE J2657, GMW 15752 & FCC to test our product & also tested it in U.S. 3th party. (Lab: **Smithers Scientific Services**)

Production control follow TS16949.


FCC CERTIFICATION RADIO MEASUREMENT TECHNICAL REPORT

On Model Name: PUR-TPMS
 Model Number : PUR-07N01
 Trademark : 
 FCC ID : VVF49D040
 IC Number : 7506A49D040

SAE J2657

Tire Pressure Monitoring Systems
 for LDHV



	WORLDWIDE ENGINEERING STANDARDS	Test Procedure Electrical Function	GMW15752
---	--	---------------------------------------	----------

Tire Pressure Monitoring Systems Test

2012、2013 財務報告

Unit: K/NTD	2012Q1		2012Q2		2012Q3		2012Q4		2012		2013Q1		2013Q2		2013Q3		2013Q4		2013		YOY
	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	%
營業收入	290,184	100	359,180	100	345,088	100	343,788	100	1,338,240	100	333,067	100	363,867	100	366,670	100	435,338	100	1,498,942	100	12
銷貨成本	187,499	65	225,173	63	206,543	60	201,940	59	821,155	61	193,679	59	204,484	56	210,289	57	243,640	56	852,092	57	4
營業毛利	102,685	35	134,007	37	138,545	40	141,848	41	517,085	39	139,388	41	159,383	44	156,381	43	191,698	44	646,850	43	25
營業費用	44,463	15	54,289	15	57,469	17	59,421	17	215,642	16	58,977	18	60,601	17	58,868	16	56,098	13	234,544	16	9
營業淨利	58,222	20	79,718	22	81,076	23	82,427	24	301,443	23	80,411	23	98,782	27	97,513	27	135,600	31	412,306	28	37
稅前利益	53,628	18	82,731	23	75,589	22	82,387	24	294,335	22	91,668	26	105,893	29	91,078	25	142,165	33	430,804	29	46
稅後純益	46,218	15	70,763	20	66,241	19	68,271	20	251,493	19	79,178	22	92,198	25	76,321	21	117,946	27	365,643	24	45
EPS	0.75		1.16		1.09		1.13		4.13		1.29		1.51		1.25		1.95		6		