

# 怡利電子工業股份有限公司



## 免責聲明

本文件係由怡利電子工業股份有限公司（以下簡稱本公司）製作，本文件中之內容並未明示或暗示陳述或保證其具有公正性、準確性、完整性或隨時更新。文件內容係以發布時點之環境變動為考量，日後亦不可能為此時點後之重大發展狀況而更正本文件相關內容。本公司、關係人、代表均不就使用（例如疏忽或其他情況）本文件內容或其他與本份文件有關內容所引發之損害負責。

本文件之陳述可能會表達出本公司對未來願景之信心與期望，但這些前瞻性之陳述係建立在若干與本公司營運及超出本公司管控因素外之假設條件上，因此，實際結果與上開前瞻性陳述可能有很大的差異。

# 集團簡介

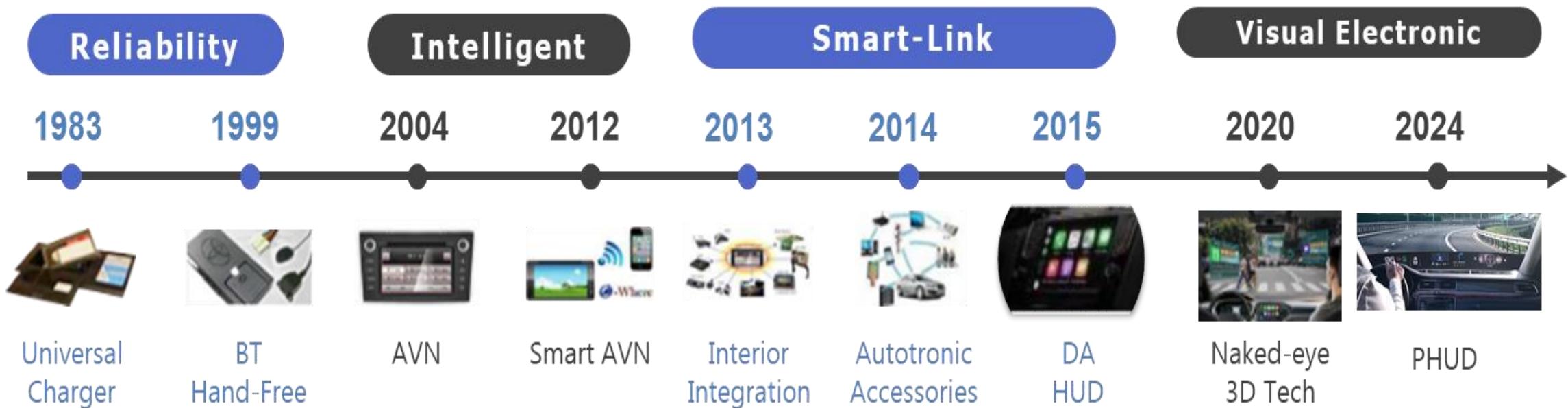
怡利台灣	怡利江蘇	怡利泰國	怡利印度
<p>彰化總廠 研發中心</p> <p>R&amp;D: ID, ME, EE-1, EE-2</p> <p>SMT line x 2 組裝線 x 8</p>   	<p>彰化廠 組裝線</p> <p>全興二廠 光學玻璃廠</p> <p>玻璃產線 x 4</p> <ul style="list-style-type: none"> <li>• 平面鏡</li> <li>• 凹凸面鏡</li> <li>• 自由曲面鏡</li> </ul> 	<p>蘇州廠</p> <p>R&amp;D</p> <p>SMT line X 2</p> <p>HUD環形組裝線 x 2</p> 	<p>泰國廠</p> <p>SMT line X 1</p> <p>組裝線 x 12</p> 
<p>車載主機、後座娛 車用電子配件產品 光學玻璃相關產品</p> <p>樂系統、環景系統、 倒車顯影、盲區偵 測系統、車用無線 充電器</p>	<p>前擋玻璃抬頭顯示器</p>	<p>車載主機、後座娛樂系 統、環景系統、倒車顯 影、前擋玻璃抬頭顯示 器、盲區偵測系統、車 用無線充電器、行車記 錄器、電子後視鏡</p>	<p>專案辦公室</p> <p>Sales, FAE, ME, EE, PE</p>

車載主機、後座娛 車用電子配件產品 光學玻璃相關產品  
樂系統、環景系統、  
倒車顯影、盲區偵  
測系統、車用無線  
充電器

前擋玻璃抬頭顯示器

車載主機、後座娛樂系  
統、環景系統、倒車顯  
影、前擋玻璃抬頭顯示  
器、盲區偵測系統、車  
用無線充電器、行車記  
錄器、電子後視鏡

前擋玻璃抬頭顯示器、  
電子後視鏡、環景系統、  
車用無線充電器、行車  
記錄器



- 大陸市場(TO GLOBAL MARKET)

WHUD / 2D ARHUD / 3D Spatial Vision HUD /  
VPA / PHUD

- 台灣、東南亞市場 + 印度(TO GLOBAL MARKET)

INFOTAINMENT / ADAS /  
WHUD / 2D ARHUD /  
ACCESSORIES /  
Special Purpose Vehicle Electronics



- 歐美市場(TO GLOBAL MARKET)

WHUD / 2D ARHUD / 3D Spatial Vision HUD / PHUD /  
ACCESSORIES / Special Purpose Vehicle Electronics



HUD / Digital IC



Infotainment / HMI



ADAS



Accessories

乘用車 + 商用車 + 特殊目的交通工具 + 一般/重型機車

A dark, futuristic interior view of a car, likely a Tesla Model S, showing the dashboard and steering wheel. The interior is illuminated by ambient light from the car's own displays and exterior headlights. The overall aesthetic is minimalist and high-tech.

# HUD / Digital Cluster

# 3D Spatial Vision HUD

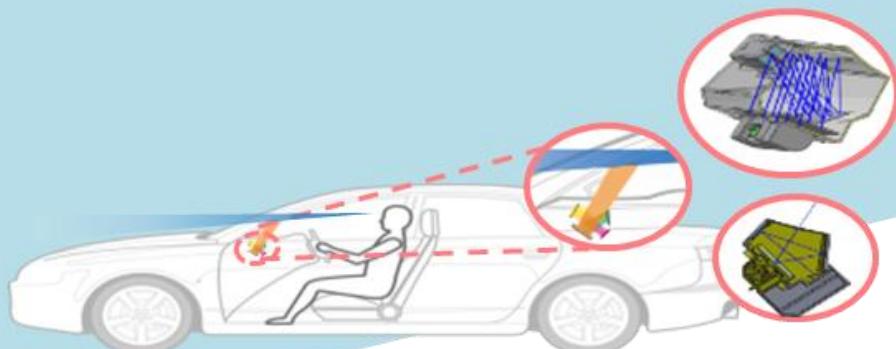
## AR HUD Lite



## 2D AR HUD



## 3D Spatial Vision HUD



## 3D Spatial Vision PHUD





## AR-HUD供应商装机量排行

国产供应商推动AR-HUD市场爆发式增长

2024年1-12月

供应商	装机量	市场份额
1 怡利电子	251350	26.6%
2 华阳多媒体	180963	19.1%
3 水晶光电	164429	17.4%
4 华为	159404	16.8%
5 弗迪精工	77839	8.2%
6 经纬恒润	65735	6.9%
7 乐金电子	19825	2.1%
8 疆程技术	17181	1.8%
9 前海智云谷	5577	0.6%
10 重庆利龙	2119	0.2%

資料來源：[https://www.sohu.com/a/641000770\\_121136454](https://www.sohu.com/a/641000770_121136454) 搜狐汽車

<https://www.12365auto.com/news/20250213/542660-a11.shtml> 車質網



# See-Through HUD



# Digital Cluster



The background image shows the interior of a futuristic vehicle, possibly a train or bus. The interior is dark, with glowing blue panels on the ceiling and seats. The floor has a textured, metallic appearance. The overall atmosphere is dark and modern.

# Infotainment

# Smartphone NFC connection to DA

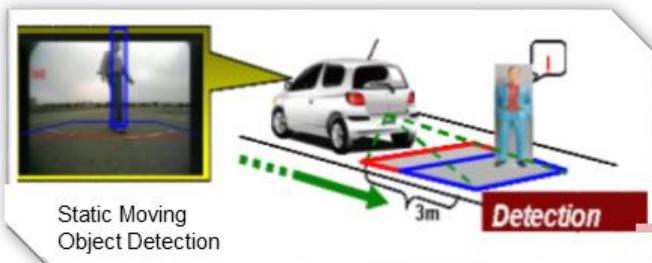
- By NFC on DA, automatically wake up WiFi for Apple CarPlay and Android Auto connection



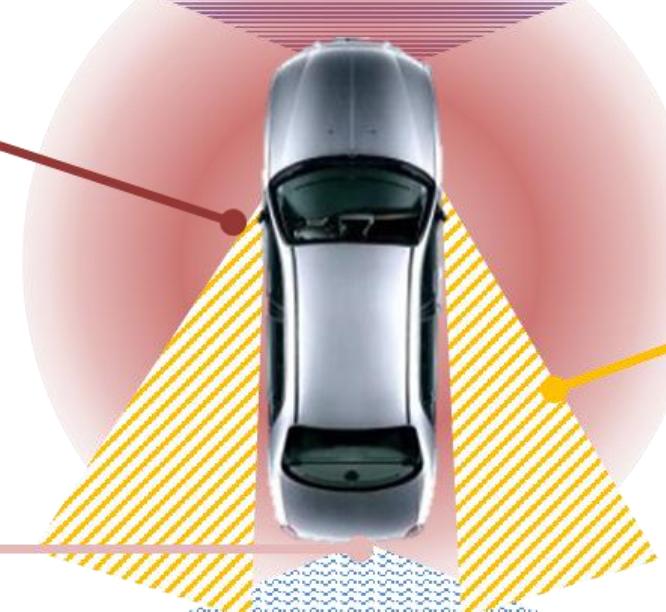
Utilize PVM cameras & new SOC computing power  
→ No extra hardware cost needed.



PVM



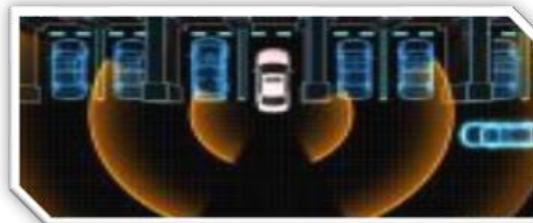
S-MOD



LDW



BSD

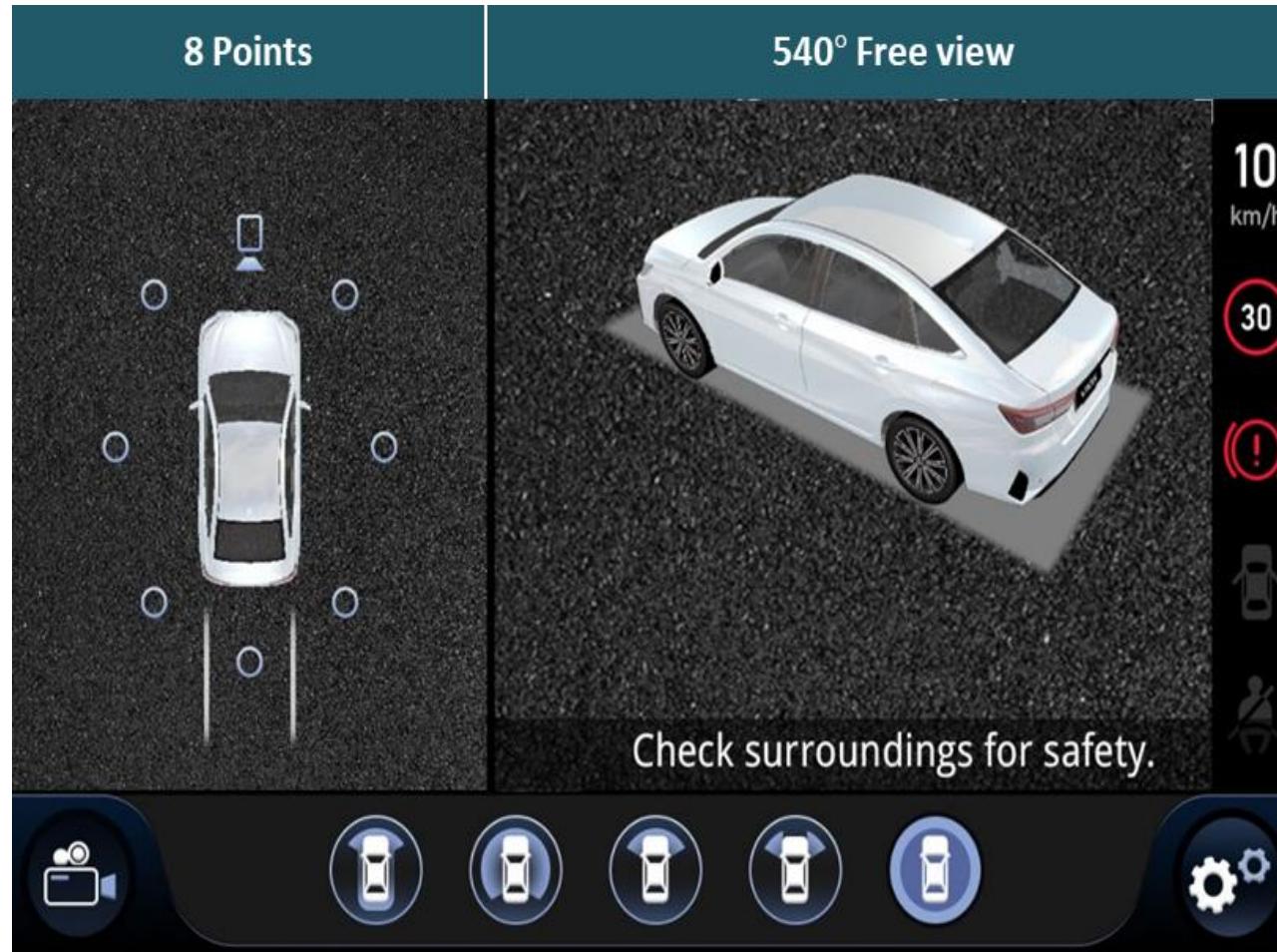


RCTA



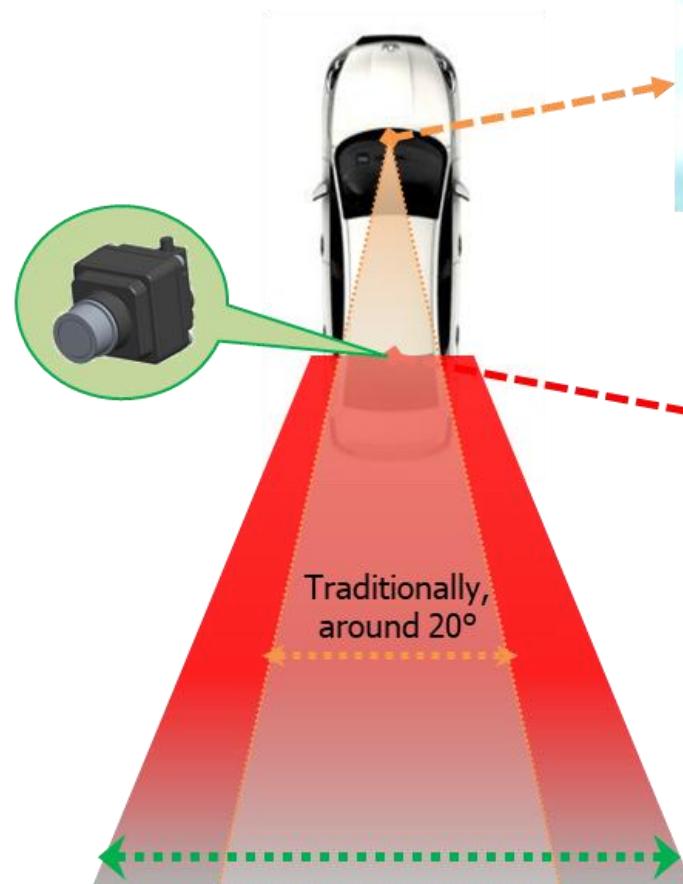
**ADAS**

# 8 points + 540° for Viewing

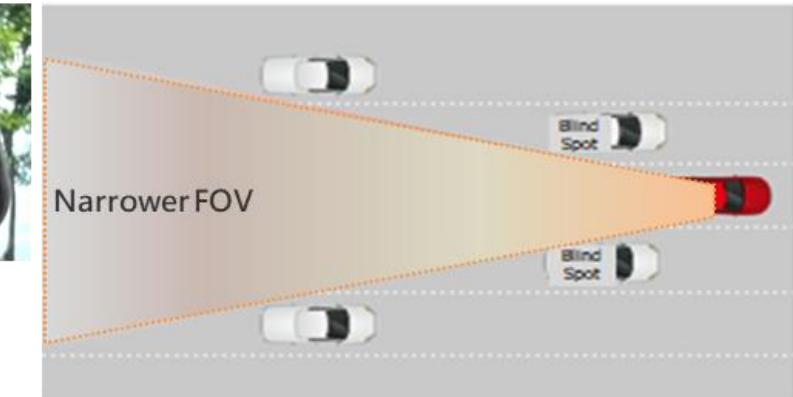


**When sliding the 3D view at a 540-degree angle, you can touch on any of the eight points on the 2D interface at any time to reset the screen to a fixed position.**

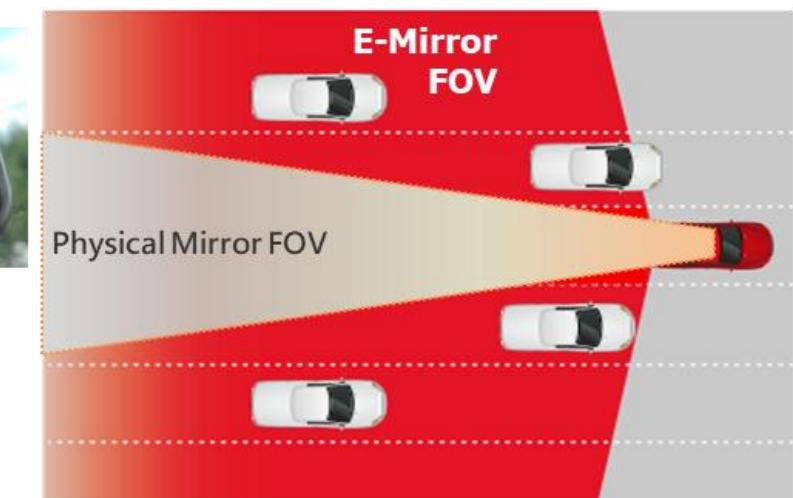
# Big Viewing Zone



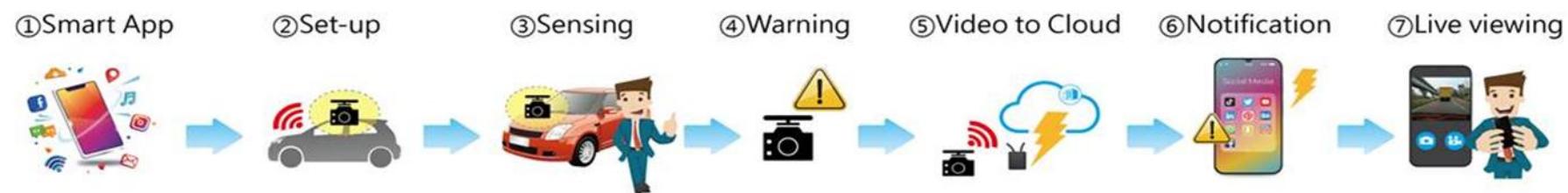
▲Traditional IRVM FOV



▲E-Mirror FOV



**It is eliminated over 63° for the invisible area**



A dark, atmospheric image showing the front view of a car with its headlights illuminated, casting bright beams of light. The car is positioned in front of a large, multi-story industrial building with multiple levels and windows. The scene is dimly lit, with the primary light source being the car's headlights.

# Accessories



# Smart Rotary Knob



# Wireless Charger

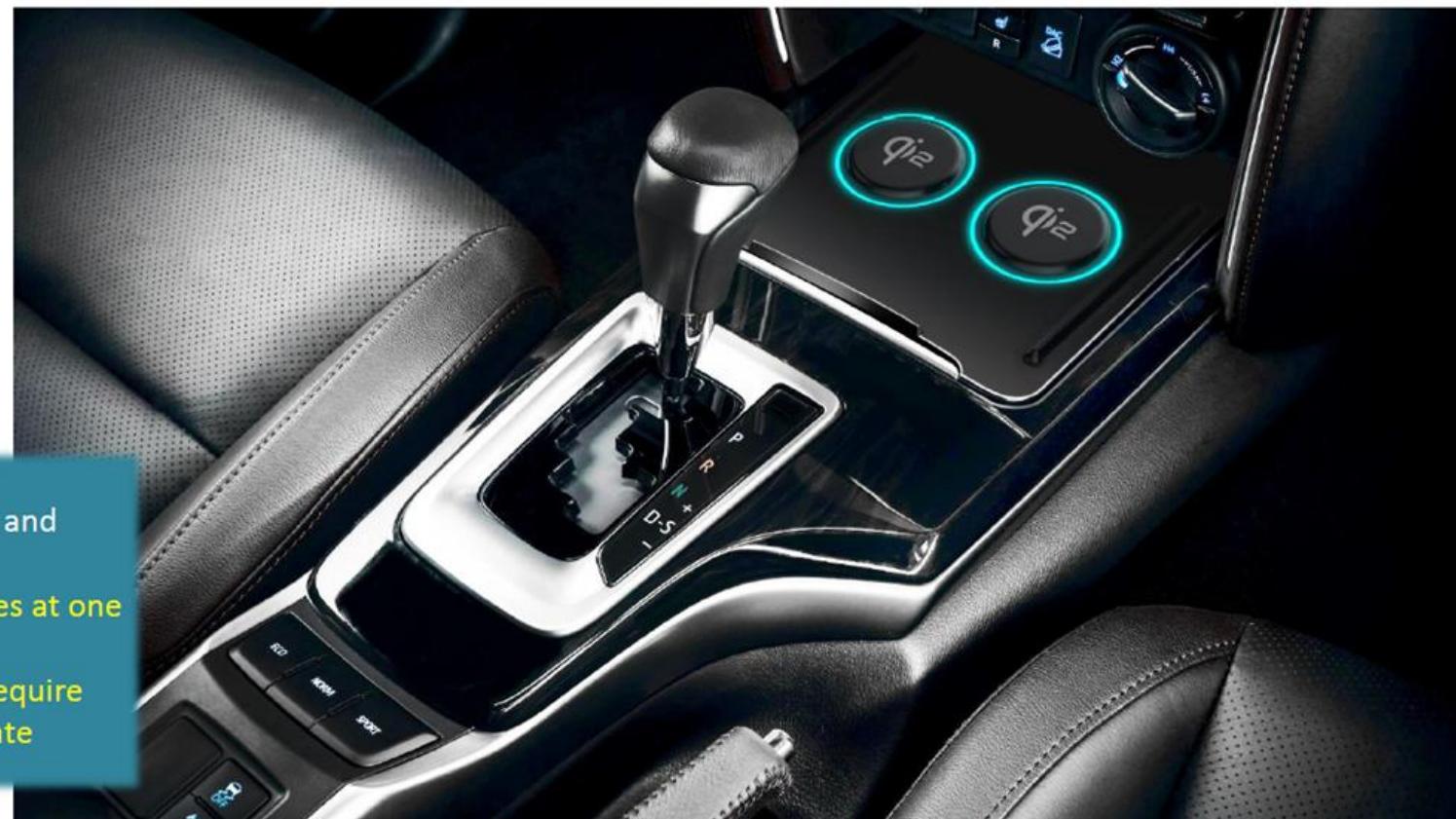
ULTIMATE  
UTILIZE  
DESIGN

Benefit

The design aims to be utilize function and more apply usage

- Maximum usage - Charging 2 phones at one time
- Time Save! - Only one single time require for development and Qi2.0 certificate

Utilize Function – Provides charging for both the driver and passenger

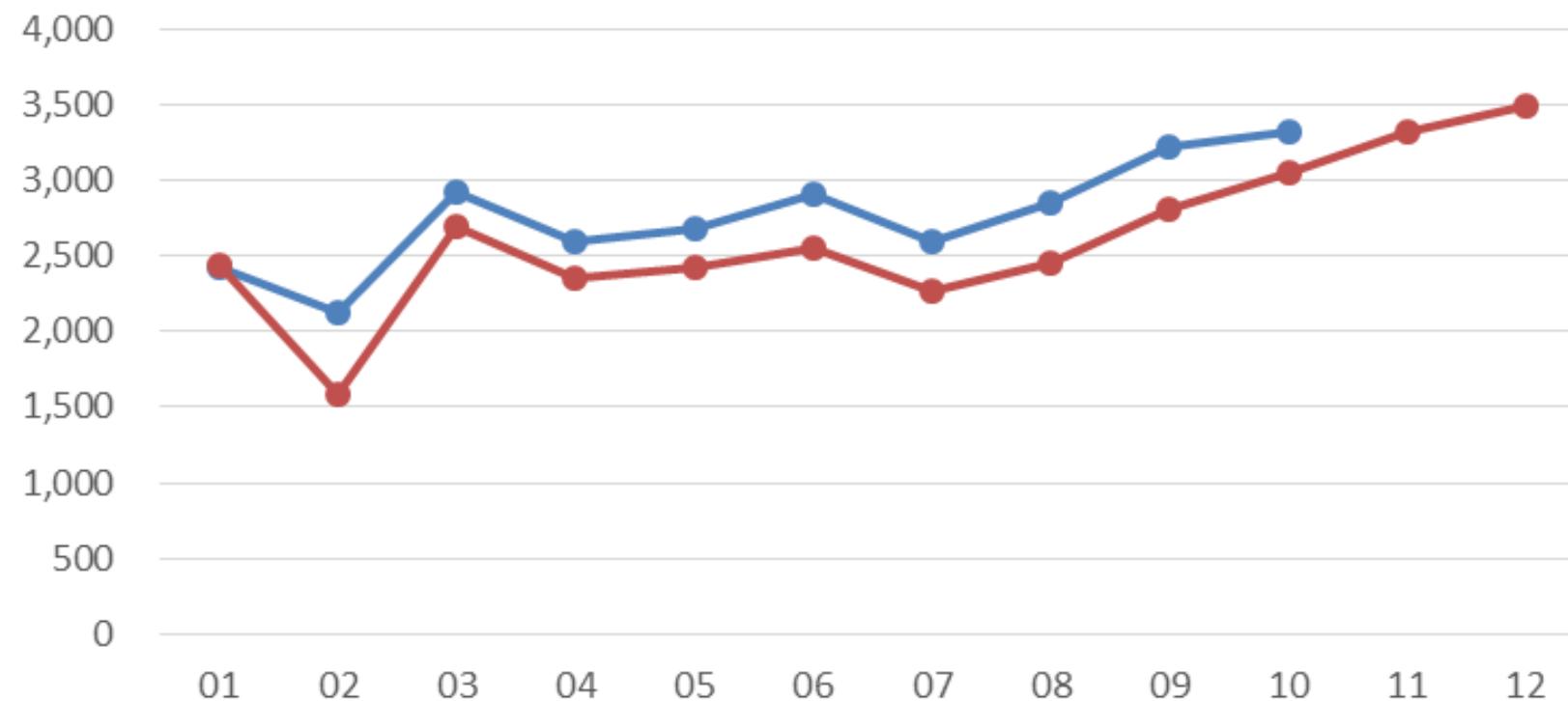


## 2025年01-10月中國大陸汽車銷售量

單位：千輛

2025 2024

2024 : 31,427千輛



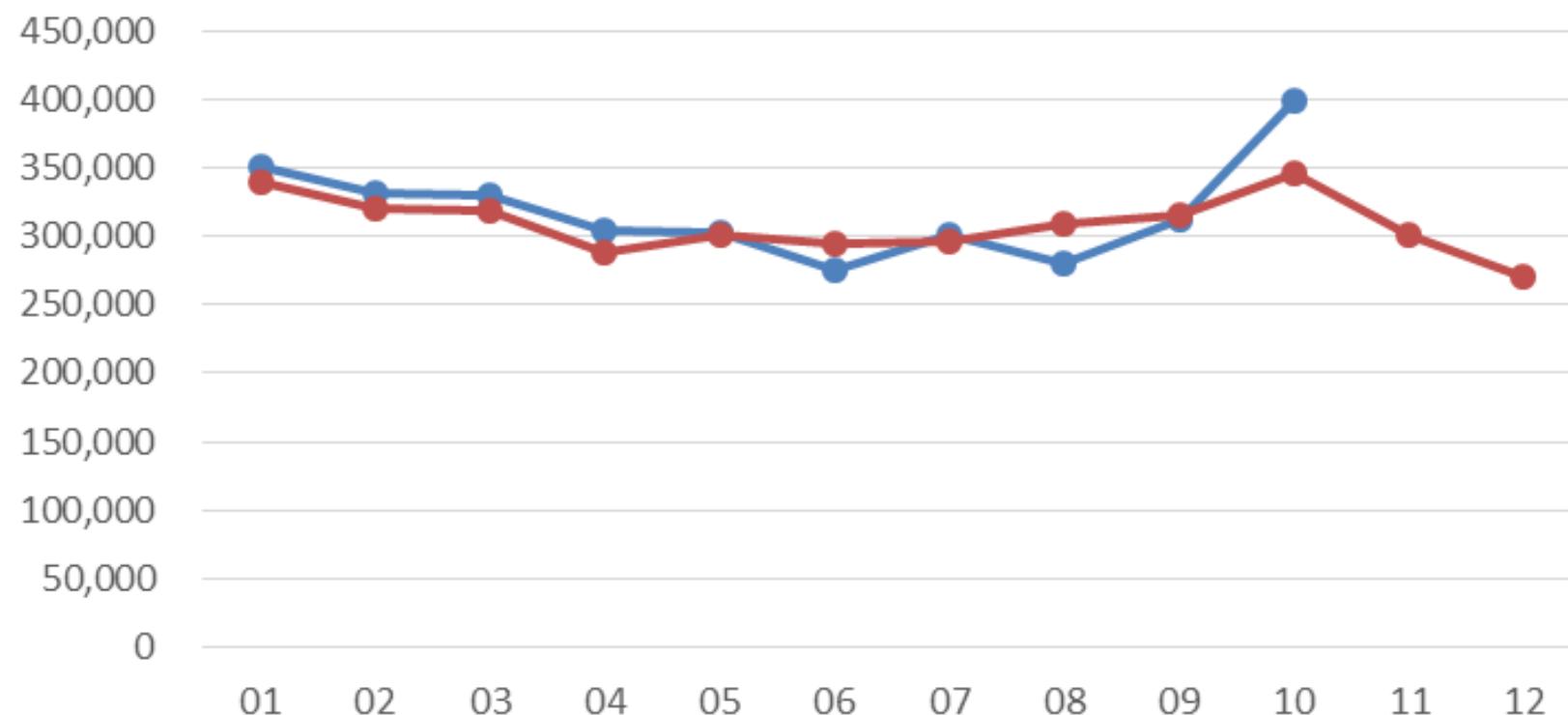
資料來源：[https://www.marklines.com/cn/statistics/flash\\_sales/automotive-sales-in-china-by-month](https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-china-by-month)  
全球汽車產業平台MARKLINES

## 2025年01-10月印度汽車銷售量

單位：輛

 2025    2024

2024 : 3,697,233 輛

資料來源：[https://www.marklines.com/cn/statistics/flash\\_sales/automotive-sales-in-india-by-month](https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-india-by-month)

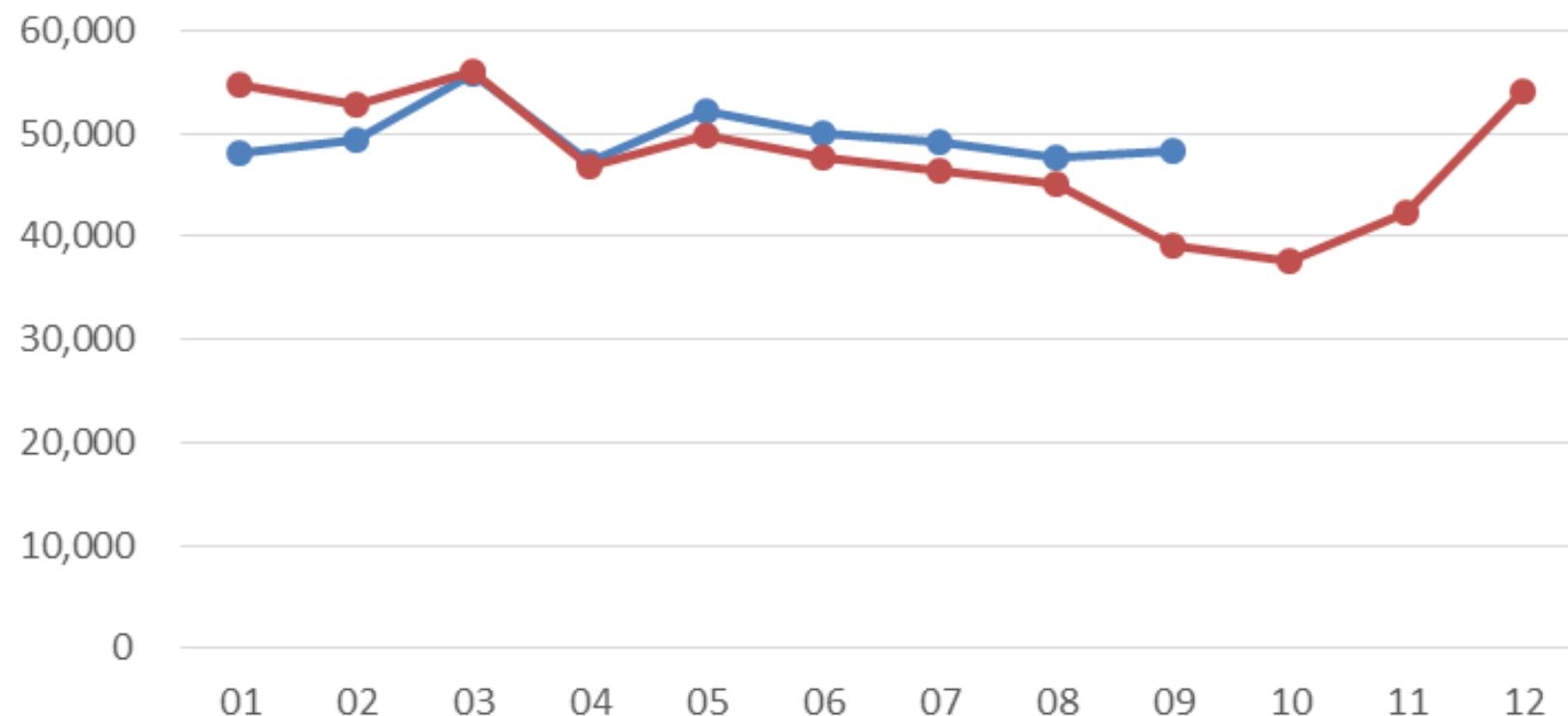
全球汽車產業平台MARKLINES

## 2025年01-09月泰國汽車銷售量

單位：輛

2025 2024

2024：572,675輛



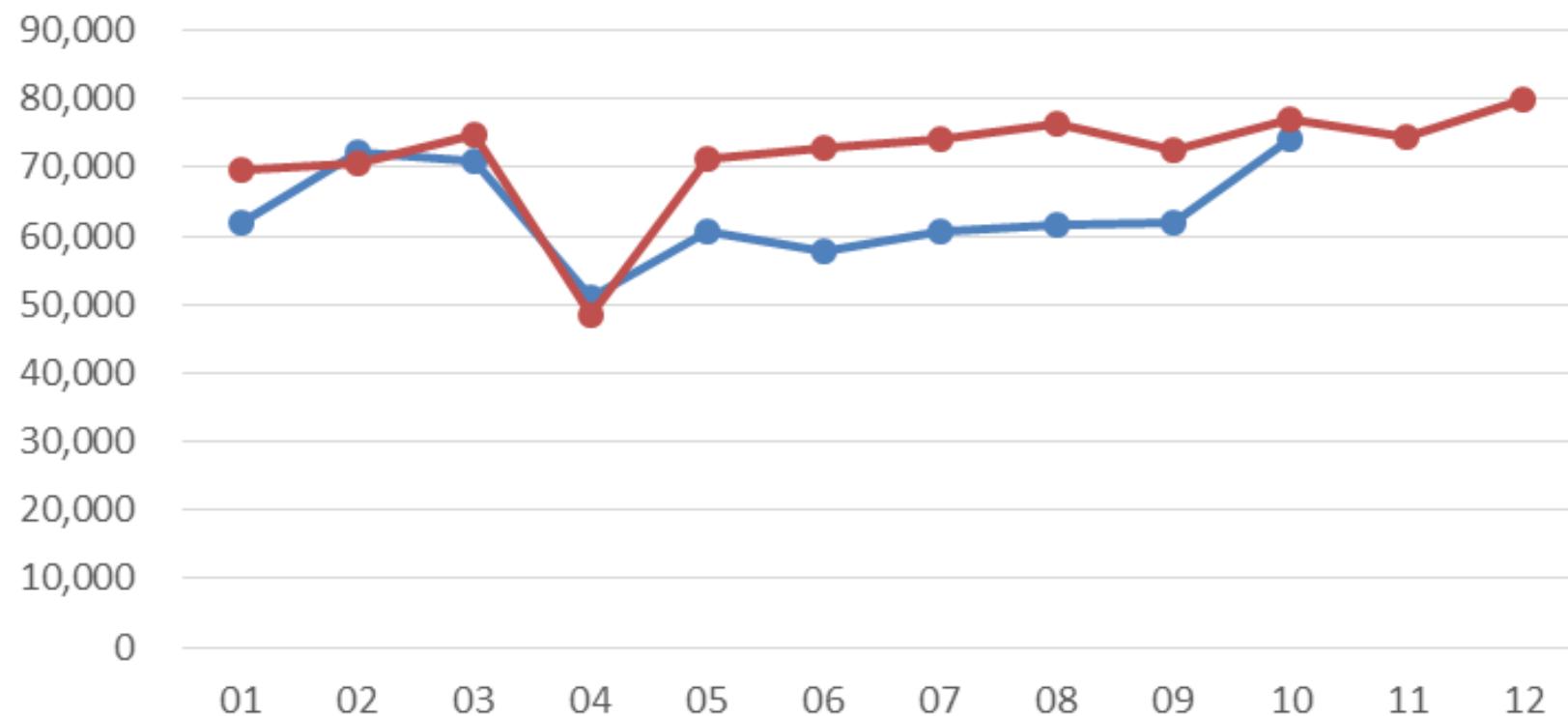
資料來源：[https://www.marklines.com/cn/statistics/flash\\_sales/automotive-sales-in-thailand-by-month](https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-thailand-by-month)  
全球汽車產業平台MARKLINES

## 2025年01-10月印尼汽車銷售量

單位：輛

 2025     2024

2024：862,311輛



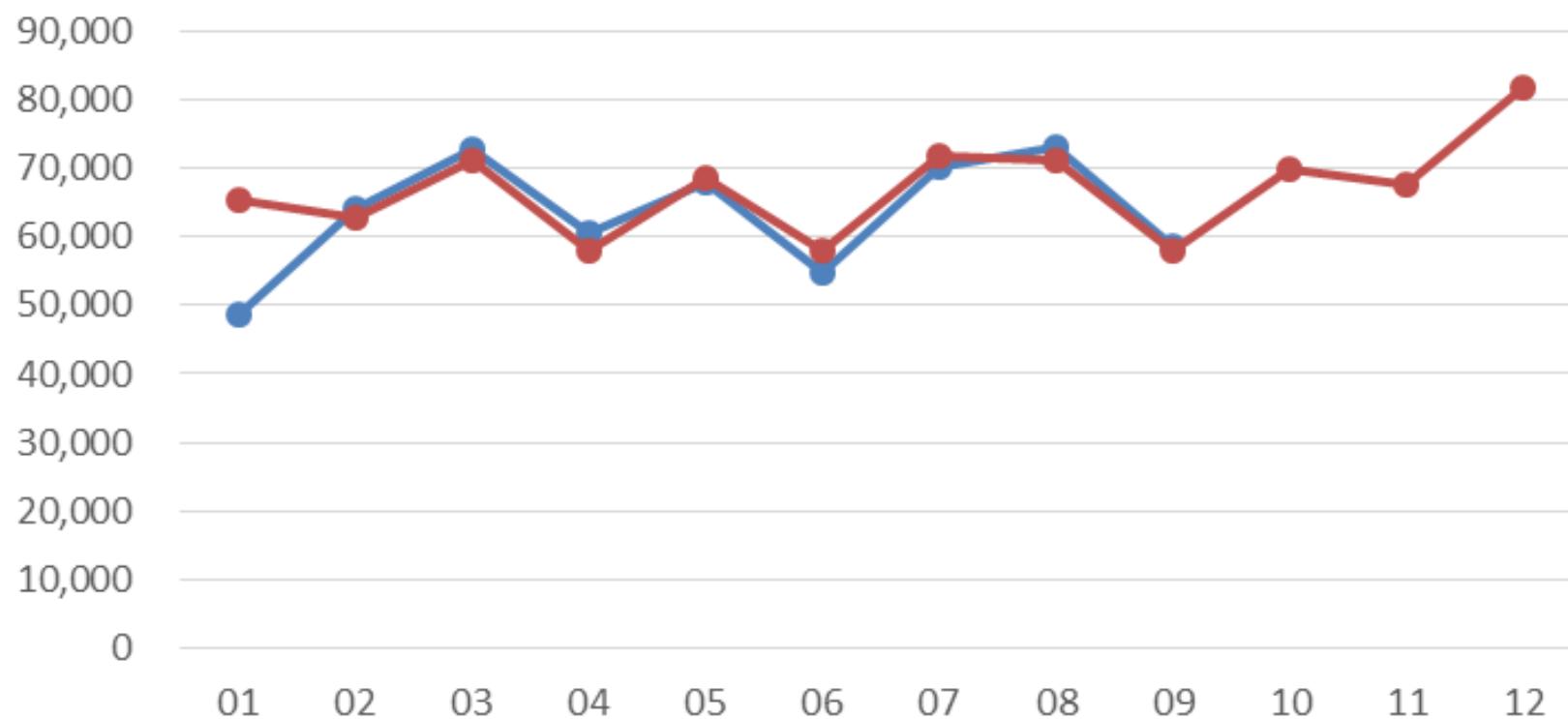
資料來源：[https://www.marklines.com/cn/statistics/flash\\_sales/automotive-sales-in-indonesia-by-month](https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-indonesia-by-month)  
全球汽車產業平台MARKLINES

## 2025年01-09月馬來西亞汽車銷售量

單位：輛

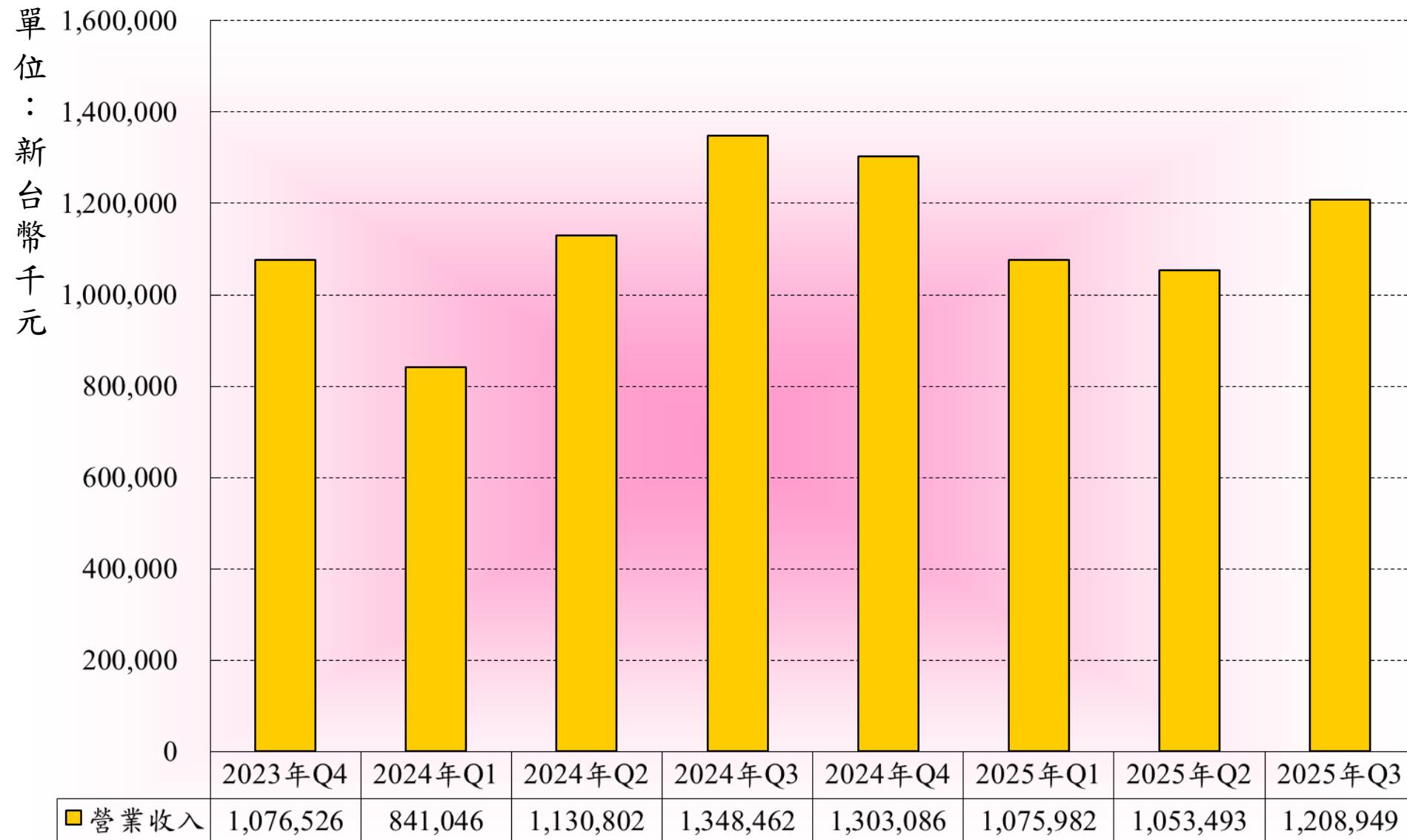
 2025     2024

2024 : 804,136 輛

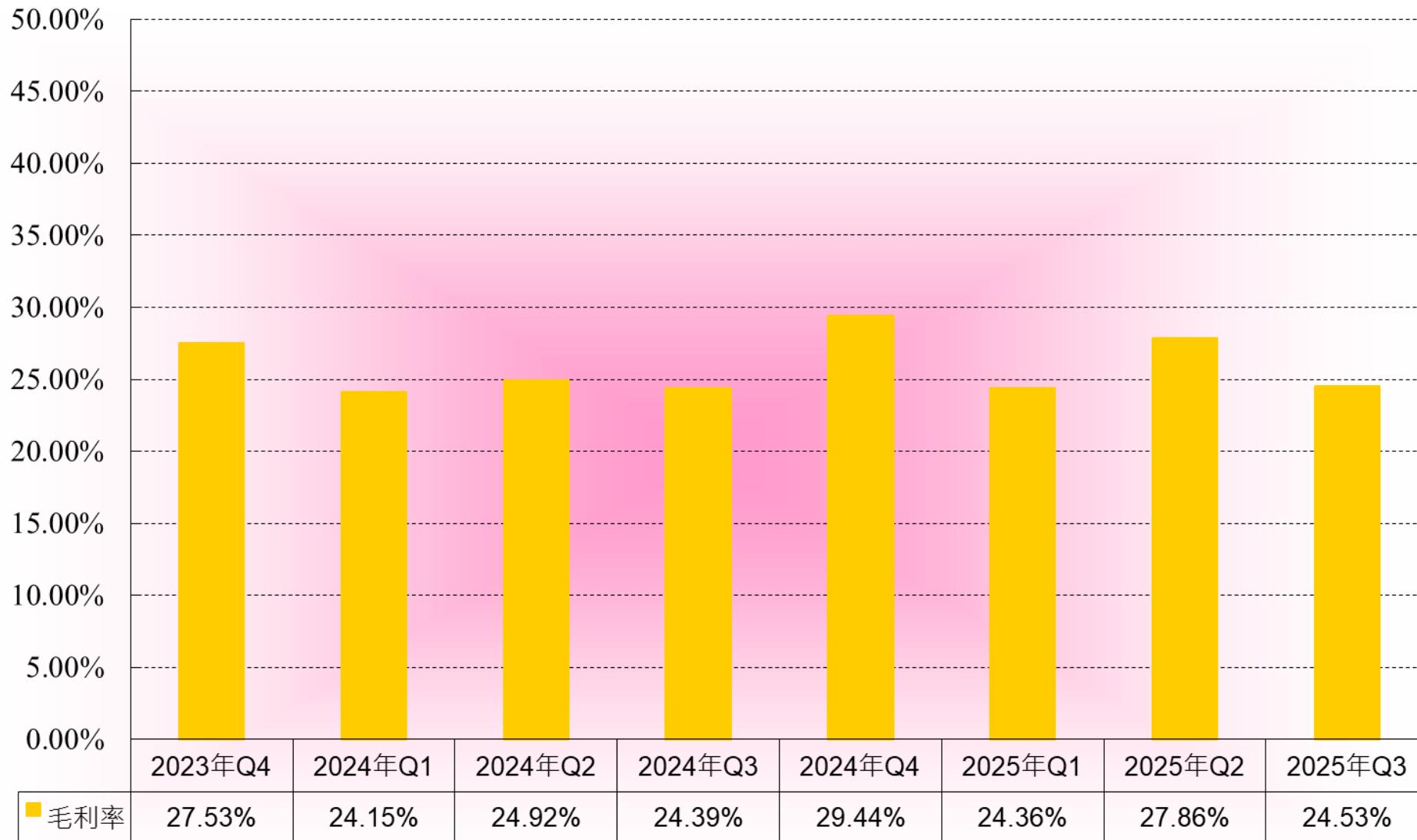


資料來源：[https://www.marklines.com/cn/statistics/flash\\_sales/automotive-sales-in-malaysia-by-month](https://www.marklines.com/cn/statistics/flash_sales/automotive-sales-in-malaysia-by-month)  
全球汽車產業平台MARKLINES

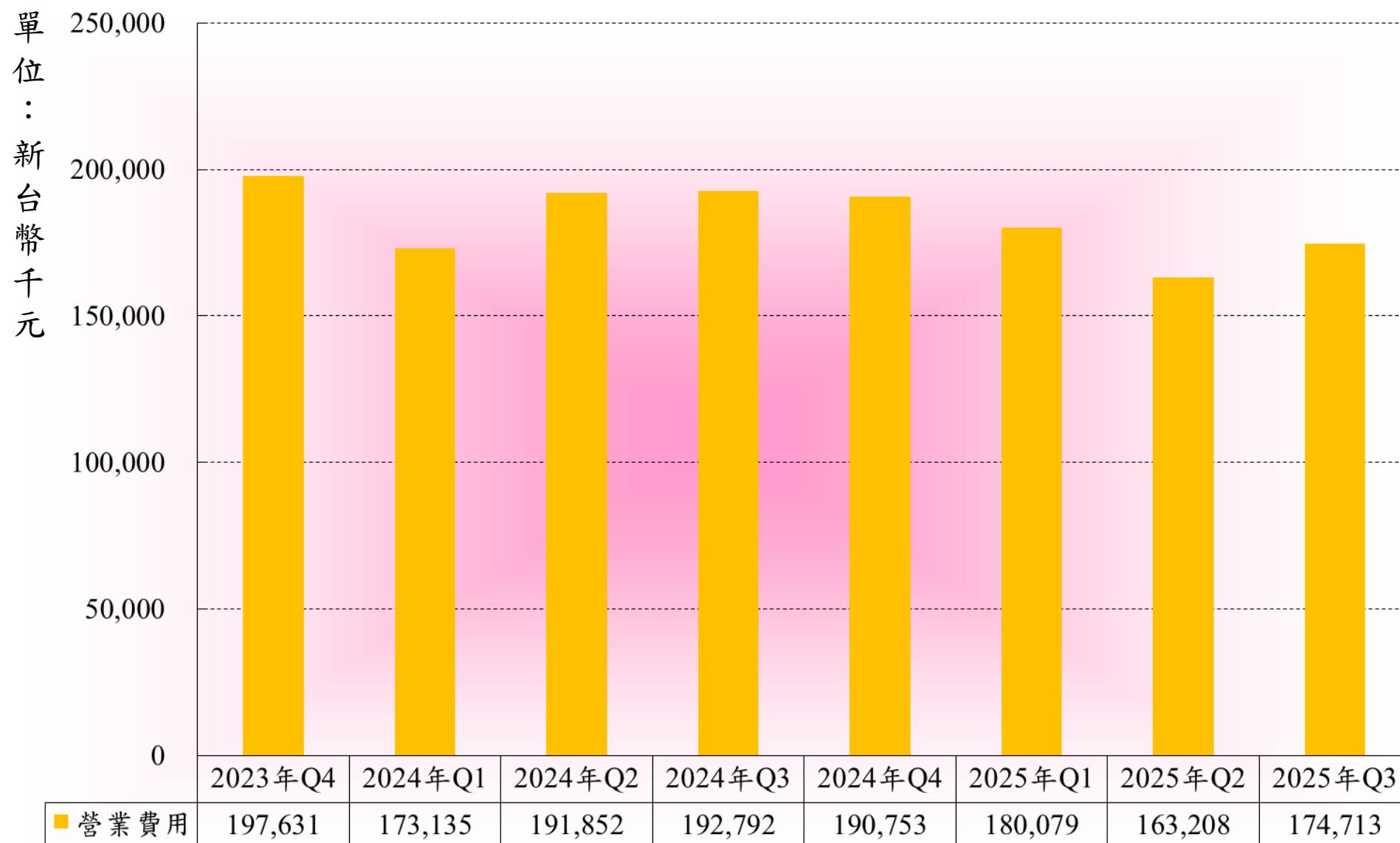
# 營運概況 - 營業收入



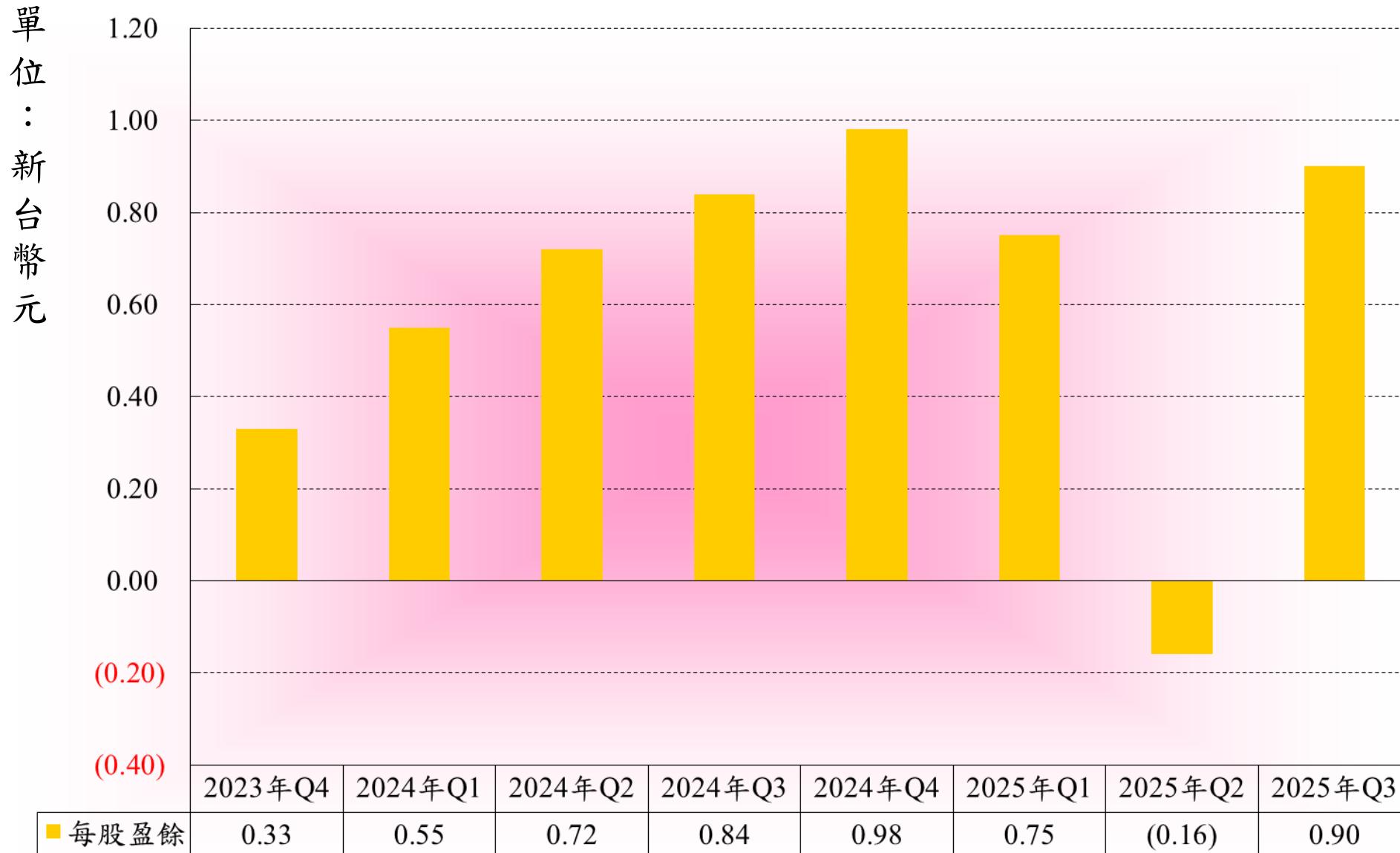
## 營運概況 - 毛利率



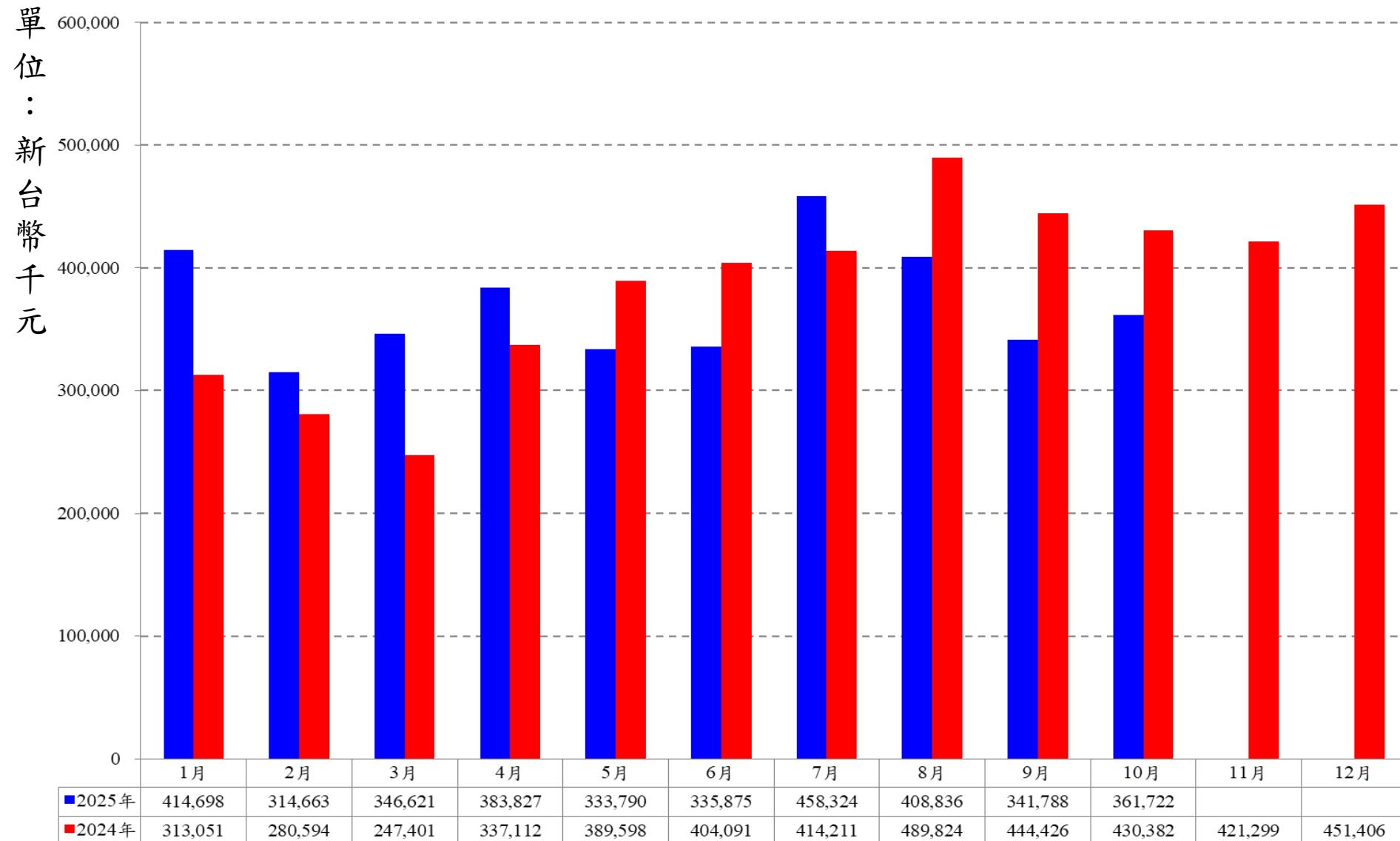
# 營運概況 - 營業費用



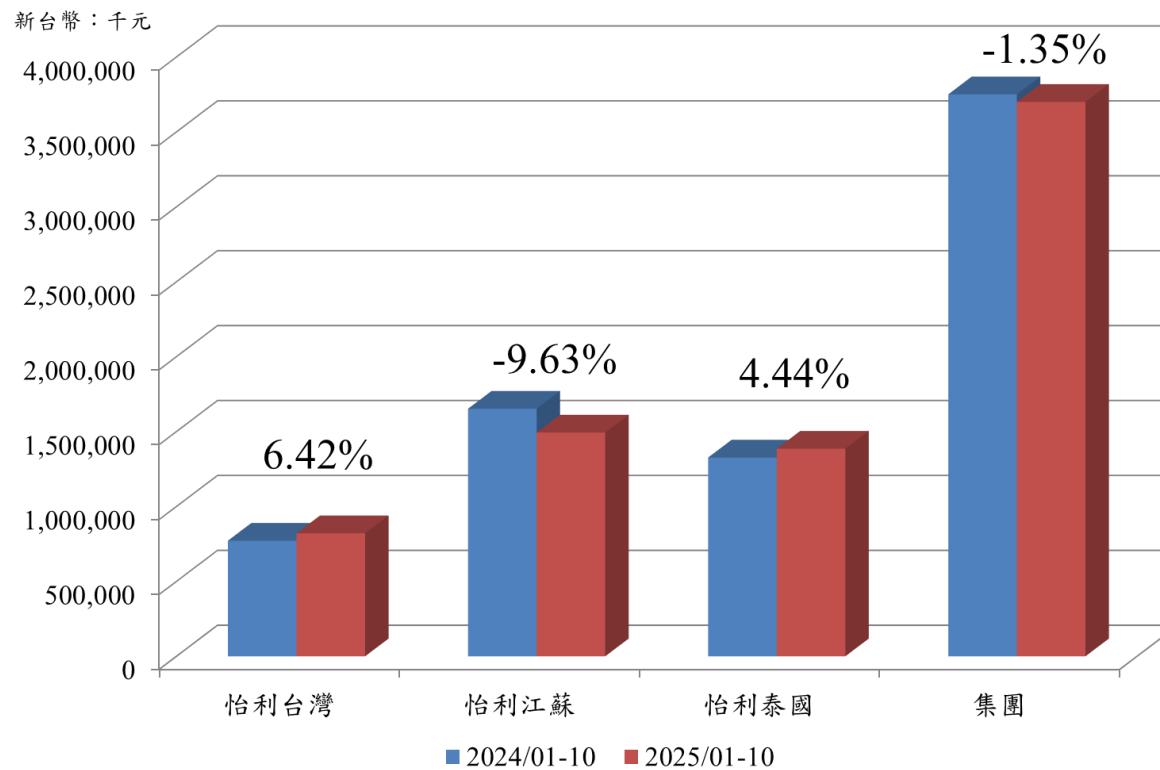
# 營運概況 - 基本每股盈餘



# 營業收入

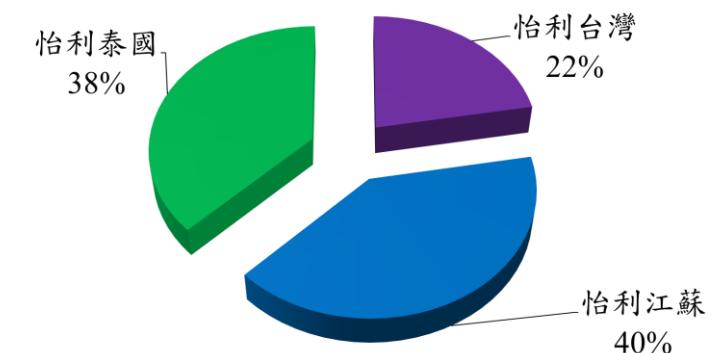


# 成長性

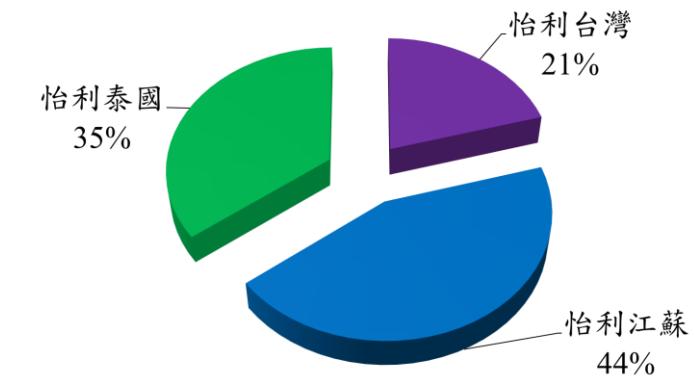


# 佔比

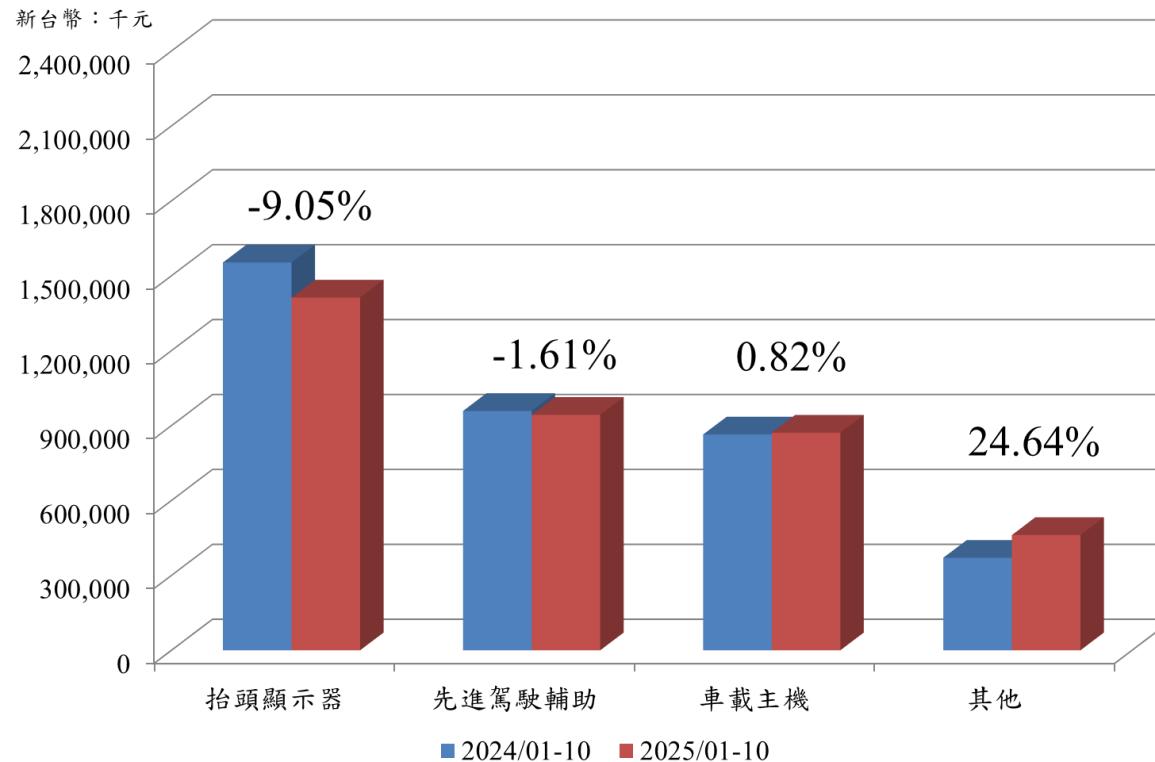
2025/01-10各營運中心營收佔比



2024/01-10各營運中心營收佔比

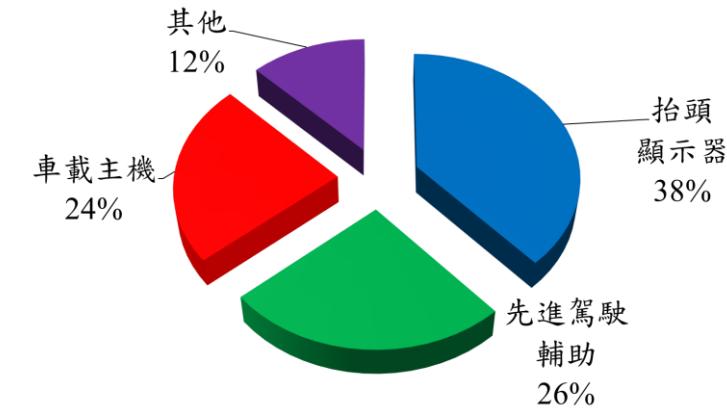


# 成長性

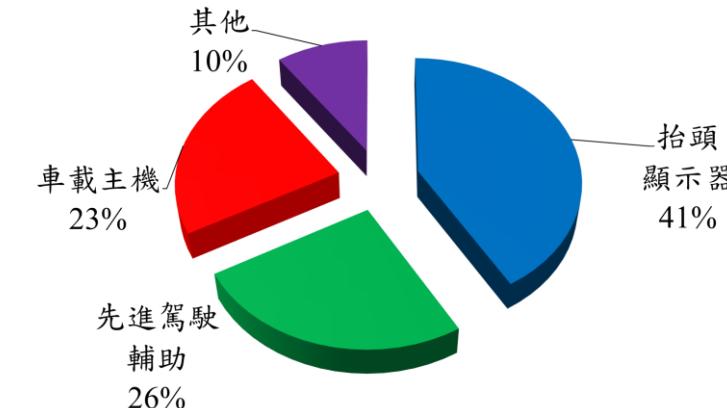


# 佔比

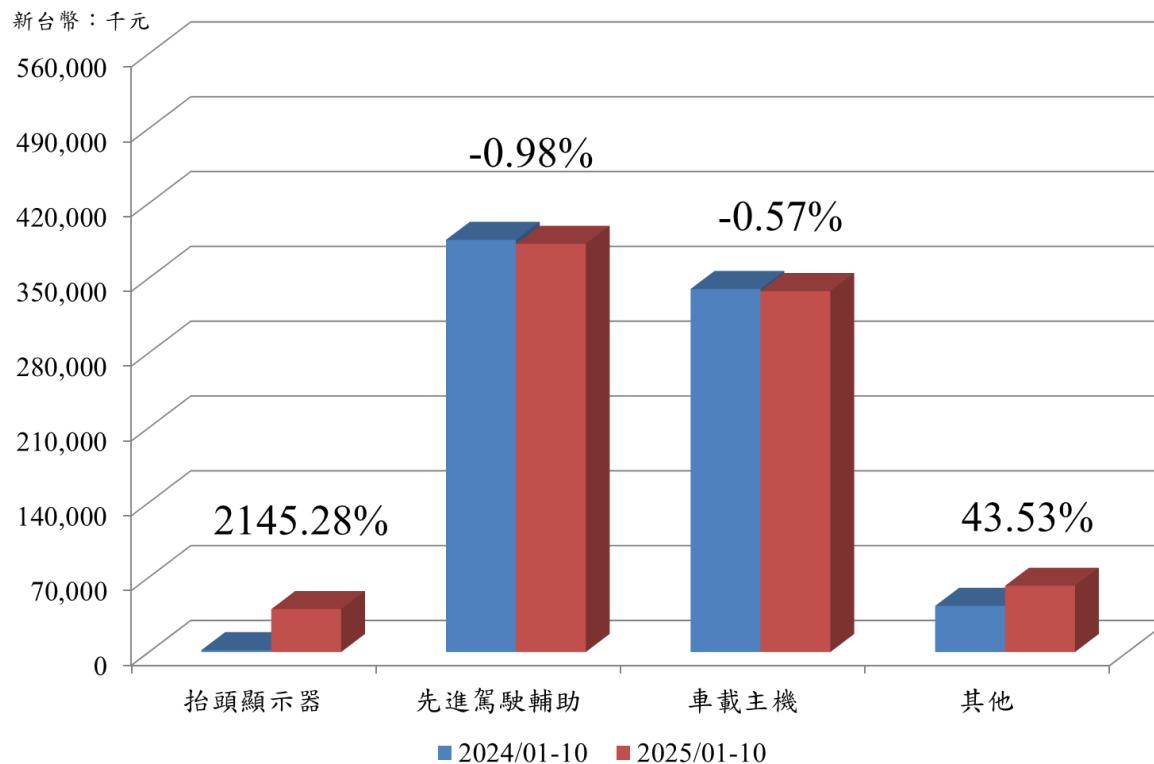
2025/01-10集團產品類別營收佔比



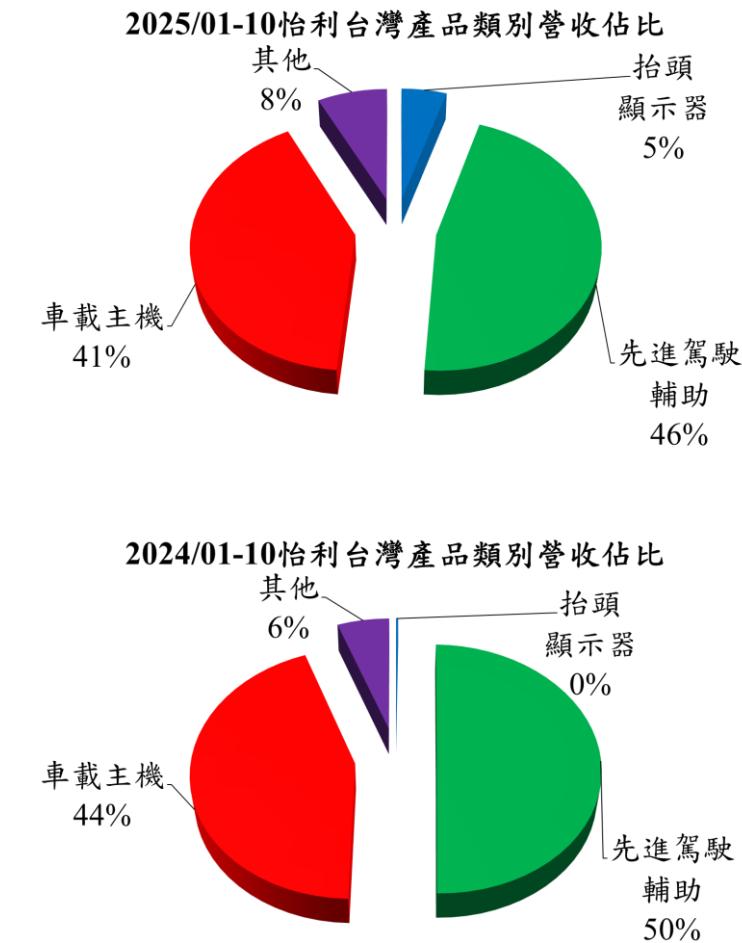
2024/01-10集團產品類別營收佔比



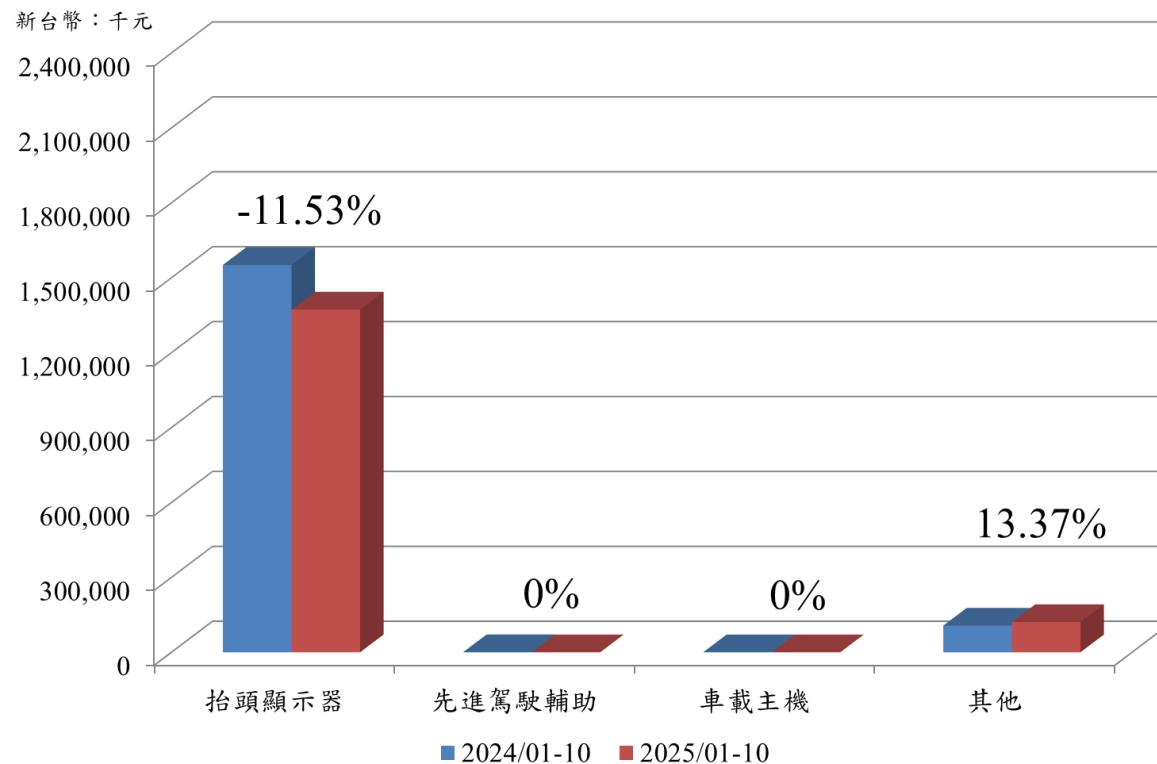
## 成長性



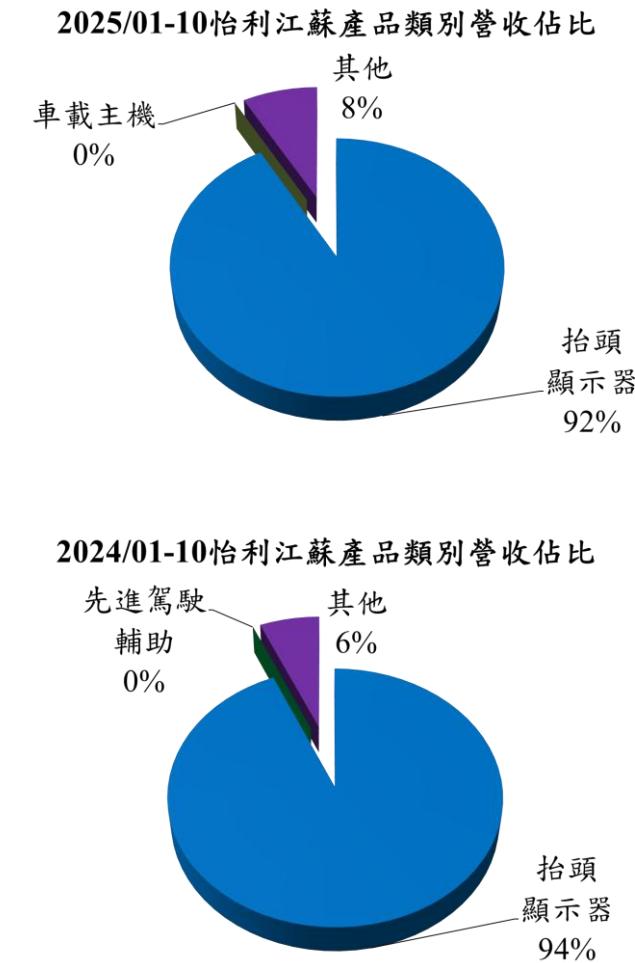
## 佔比



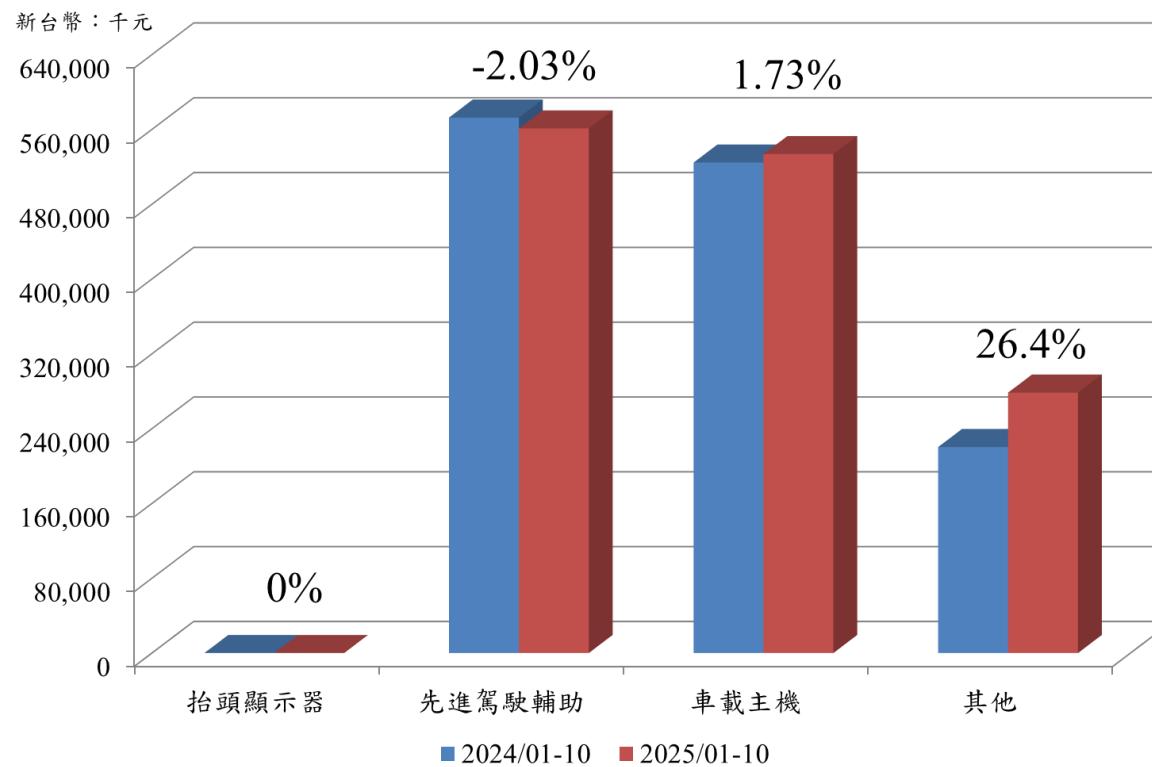
## 成長性



## 佔比

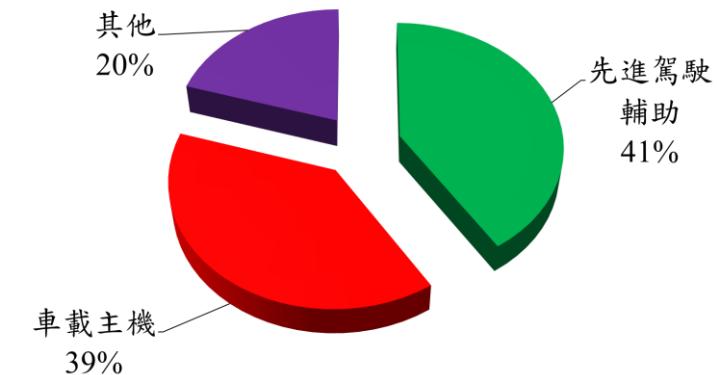


## 成長性



## 佔比

2025/01-10 怡利泰國產品類別營收佔比



2024/01-10 怡利泰國產品類別營收佔比



Thank you



敬請指教