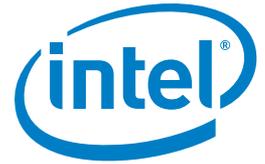


CASE STUDY

Intel® Brand Advantage Program

Bluestar Technology and HawTai Motor



Intel® Brand Advantage Program: Raising Visibility in a Global Marketplace



China is the world's largest and fastest growing automobile market.

Sophisticated in-vehicle infotainment (IVI) devices are one of the new ways leading automakers and IVI device vendors in China are differentiating themselves in this highly competitive market segment.

For automaker HawTai Motor* and IVI device vendor Bluestar Technology*, utilizing Intel® processors in HawTai's IVI device and co-branding with Intel through the Intel® Brand Advantage Program provides an important competitive edge.



The HawTai B11* automobile, with its onboard Bluestar Technology IVI device, was unveiled in April 2010 at the Intel Developer Forum in Beijing, and also showcased at some 2010 automotive events. These included the Beijing auto show and the Intel IVI Experience Zone in the HawTai booth at the GuangZhou auto show.

We recently talked with Wang Xiaodong, vice president of HawTai Motor Group, and Li Zheng, general manager of Wuhan Bluestar Technology Co., Ltd who discussed the advantages of the Intel Brand Advantage Program.

According to HawTai Motor, its new B11 sedan is the first production car in China to come with a factory-installed intelligent IVI device and one of the first in the world.

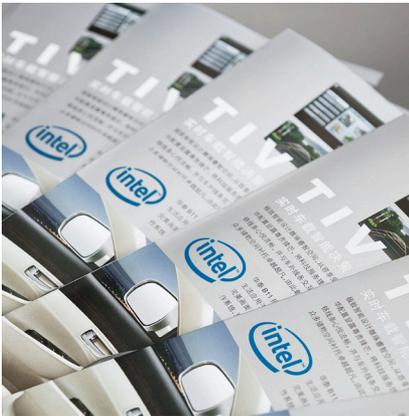
Bluestar* Technology is a leader in innovating and developing onboard intelligent IVI devices. **HawTai Motor*** is a leading Chinese automaker with its headquarters and R&D center located in Beijing.

The Intelligent Decision System TIVI* in the HawTai B11 was developed by Wuhan Bluestar Technology and is the world's first production IVI device to carry the Intel® brand. The Intelligent Decision System TIVI is based on the embedded Intel® Atom™ processor and a Meego*-based software solution from Red Flag Software*, Asia's leading Linux* operating system vendor.

Bluestar Technology and HawTai Motor



Li Zheng
General Manager, Bluestar Technology



The Intel® Brand Advantage Program is playing a key role in marketing the HawTai B11* and its factory-installed TIVI* in-vehicle infotainment device from Bluestar Technology.*

Why have you joined the Intel® Brand Advantage Program?

Li Zheng: "Intel is the world's leading semiconductor company, and their industry leading products and brand recognition have helped raise Bluestar Technology's brand awareness and visibility in the global marketplace."

Wang Xiaodong: "Intel is the world's leading microchip innovator and is dedicated to developing new technologies, products and programs that provide people with better ways to work and live."

"The collaboration between Intel and HawTai shows how computing technology can transform the lives of consumers by bringing the digital lifestyle to today's automobiles."

What results have you seen from co-branding with Intel?

Li Zheng: "In addition to helping us benefit from Intel's worldwide ecosystem, the most important advantage of co-branding with Intel was the ultimate adoption of the TIVI system by HawTai Motor."

"Bluestar Technology is one of China's leading IVI solution providers. We already have strong relationships with car makers as well as other car equipment vendors. Using the Intel brand expands Bluestar's brand value by helping to position us as a world leader in IVI technology."

"Our precedent-setting IVI device based on Intel® technology has already received extraordinary attention around the world. Going forward, we believe that working with Intel will continue to be important to our success in the IVI market."

What do HawTai Motor's customers think about your new IVI device?

Wang Xiaodong: "Intel is a world-renowned brand. Participating in the Intel Brand Advantage Program helps strengthen brand perceptions for HawTai automobiles by promoting the kind of digital experience that our customers value."

"As the Internet has become more pervasive, people now expect wireless access anytime and anywhere they go."

"Most customers are curious about the Intelligent Decision System TIVI and Intel co-branding helps promote positive brand impressions for HawTai Motor. The consumer response has been very positive."

"By using Intel® Atom™ processors, we were easily able to design in support for the features and services our customers want, including Internet access."

"Equipping the B11 sedan with an Intel-based IVI device demonstrates to the market how HawTai is using leading technology to create a quality automotive experience, while satisfying buyer demand."

Was the program easy to implement?

Li Zheng: "The Intel Brand Advantage Program Web site is full of useful information and collateral. We found the program easy to implement thanks to the variety of materials available on the site and the service we received from the Intel team."

"At this point in-vehicle infotainment is a new market for both Bluestar and for Intel. IVI has unique design and marketing requirements compared to traditional computing products. Going forward, we expect collaboration with Intel in this growing market."



According to HawTai Motor,* participating in the Intel® Brand Advantage Program helps strengthen customer brand perception for its automobiles.



Incomparable In-Vehicle Experience

“As a smart sedan, the HawTai B11 attracted widespread attention and interest from consumers at the Guangzhou Auto Show. With smart, connected 3G networking now a part of everyday life, we feel it should also be a part of consumers’ automotive lives.

“The B11’s Intel-based IVI device not only provides drivers and passengers with conventional navigation and audio-visual capabilities, it also uses 3G networking for smart connectivity that delivers Web browsing, email, mobile office functions, search and digital TV while on the go.

“The device enhances productivity in the car, while also providing an incomparable in-vehicle entertainment experience.”

Wang Xiaigong
Vice President, HawTai Motor Group



Bluestar Technology* credits the Intel® Brand Advantage Program for helping to raise the market visibility of the TIVI* in-vehicle infotainment device.

For more information about the
Intel® Brand Advantage Program, visit
intelbrandadvantageprogram.intel.com

For more information about Intel's
in-vehicle infotainment (IVI) efforts,
visit intel.com/go/infotainment



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