



中国智能电车

China EV Will Be

2014年CES——拉斯维加斯国际消费电子展上,全球前十大汽车厂商中的九家都在大展“车技”,纷纷拥抱移动计算技术,将数字生活与驾驶体验融合到一起。这是一个信号,智能汽车、车联网等与未来电车相关的技术已经在海外形成气候。那么,这些技术在中国的发展前景怎样呢?

“解放在汽车中的那段时光”

在2014年极客公园创新大会上,主持人例行公事说,“欢迎汽车界的极客!”一袭黑衣的李书福走上舞台。

“解放在汽车中的那段时光”是大会给李书福的演讲题目。“大家是不是觉得挺有意思。”李书福笑容可掬地和台下的极客打起招呼。“原来我说过,汽车就是四个轮子加几个沙发。”李书福的比喻逗乐了台下的极客,“但是,现在要升级了,随着新技术的发展,汽车从1.0时代到2.0时代,到3.0时代,未来能够自动驾驶的汽车必将到来。汽车的概念将会因此而发生巨大的改变,它将解放人类在汽车中的那段时光。”

CES (an international consumer electronics show in Las Vegas) – 2014 showed new cars and technologies from top 9 auto manufacturers in the world. They show the trend to embrace the mobile computing technology and integrate the digital life and the driving experience as a whole. This is a signal that the smart car, car networking technology and other technologies have formed a strong basis. We ask, what is the prospect for the development of technology in China?

Enjoying the time in the car

In 2014 Geek Park innovation conference, As the host routinely said, “welcome you as a geek from the automobile industry!” Li Shufu went to the podium.

Mr. Li delivered the speech titled Enjoying the Time in the Car. He said, “You may feel interesting in it. I said that the car is the sum of four wheels and some sofas. However, now the upgrading is needed. With the development of new technology, the car goes from era 1 to era 2 and era 3. In the future, the self-driving car will emerge. The concept of the car will be greatly changed because of this. It will let the people enjoy the time in the car.”

Mr. Li said this was his first time to come to the geek park and he hoped to discuss the future of the car with the other geeks. He said, “Because you are different people, you always break the routine and create new concepts.” Mr. Li standing on the stage is not only the chairman of Geely and Volvo, but also a geek who is crazy in pursuing the perfection.



将长出脑子来 More Intelligent

文/上官云宝 Text / Shangguan Yunbao

李书福说这是他第一次来极客公园，就是希望可以跟台下的极客们“一起来讨论未来的汽车是什么样子的”。

“因为你们都是与众不同的人，要打破常规，创造新的概念。”李书福说，站在舞台上的他，不是吉利集团、沃尔沃轿车公司董事长，而是和大家一样——是极客，“都在追求疯狂和极致”。李书福表示，这也正是未来沃尔沃想要表达的品牌内涵，“绝对安全，完全智能，非常尊重用户的体验，让用户的体验到一种极致”。

李书福并不是此次极客公园大会上唯一一位汽车人。主办方还安排了一场主题为“次世代汽车头脑风暴”的圆桌讨论，邀请了凯迪拉克产品经理林仕翰、通用汽车中国科学研究院院长杜江凌与互联网极客们一同讨论未来汽车。

“一点点长出脑子来”

李书福和他所创立的吉利汽车品牌，人们还记得他早年左拼右凑，一榔头一榔头敲出“吉利一号”车的故事，最终因为不合法而被叫停。榔头造车的故事却有着一种英雄不问出身的壮怀激烈。

Mr. Li said this is the connotation of the brand desired in the future Volvo. He said, "The future car will be absolutely safe, completely intelligent to respect the user's experience and let users to experience a kind of perfection". Mr. Li was not the only geek from the automobile industry. The organizers also arranged a round table discussion titled next-G automobile brainstorming where Cadillac product manager Lin Shihan and GM China Research Institute head Du Jiangling and other geeks from Internet attended.

The car have a brain

Mr. Li and his Geely Brand let us remember his past time when he work hard and got a great progress. His story about Geely No.1 going that it was stopped due to being illegal reflects his spirit.

Today, in the wave of intelligent cars, Mr. Li has rarely talked about his past. In the geek park, he was more willing to talk about Volvo Brand. In 2010, he acquired all the equity of Volvo as a world-class luxury car brand which goes along the future direction of the smart car.

Mr. Li said, "The car of the future will have its life and soul. The car is not a simple a pile of steel, instead, it should have their own thoughts. It is not just a transport means, but also its intelligence closer to the human brain." "Volvo cars will have an unprecedented rapid development in this direction in perception, connection, and wisdom."

In the face of an unprecedented change, Volvo's strategy is to abandon the large displacement engine and this blank place will be filled with the



时至今日，在汽车智能化浪潮里，李书福已经很少再去谈“榔头造车”的故事。在极客公园，他更愿意谈沃尔沃汽车品牌。2010年吉利收购沃尔沃轿车公司全部股权，世界级豪华汽车品牌正式成为中国的“自主品牌”，代表着未来智能汽车的方向。

李书福说：“未来的汽车有生命、有灵魂。汽车不是简单的一堆钢铁，它要有自己的思想，它不仅仅是一个交通工具，未来汽车智能化将越来越趋近于人类的大脑。”“沃尔沃汽车就在感知、连接、智慧反应上，正在史无前例地朝着这个方向快速发展，一点点长出脑子来。”

面对这一史无前例的变革，李书福的沃尔沃战略是抛弃大排量的发动机，取而代之的是智能化的动能系统。李书福的汽车定义有了新变化，未来的沃尔沃是“四个轮子上加上的是一块电池和一台电脑”。

“这是世界汽车工业的发展方向，只有这样才能把汽车和互联网高度的融合在一起，而不是现在简单的应用车载信息和娱乐系统，简单的电子地图、听听音乐，而是更加全面、系统、立体、综合的一种融合。比方自动充电、自动驾驶、自动检测等各方面，都要实现互联互通。”

沃尔沃汽车承载着李书福对未来智能汽车的想象，同时也承载着吉利汽车在全球汽车智能化浪潮不掉队的技术支持。他说：“汽车智能化、互联网化仍然不可能是自主品牌弯道超车的机会，吉利只能是最大限度地共享沃尔沃的技术。”

“汽车加入了网络时代”

越来越多的汽车人出现在互联网的活动上。此前，在3W咖啡和科通芯城联合举办的“硬件创新跨界论坛”上，比亚迪汽车电子事业部总监谢平生以其“工科男”的幽默逗乐现场观众。他说：现在所说的车联网在国外很早就有了，在中国这两年炒得非常火，所以就连我这个工科男也



intelligent kinetic energy system. Mr. Li's car definition has the new change in which the future Volvo is composed of four wheels with a battery and a computer.

He said, "This is the development direction of world automobile industry. The car will be highly integrated with the Internet as a whole, while this integration is more complete, systemic and comprehensive. In contrast, the current car just has a simple application, in other words, adding information and entertainment, including the electronic map and music. In the future, the car will be interconnected in various aspects including automatic charging and automatic driving etc."

Volvo cars carry Mr. Li's imagination about the future of the smart car as well as the promise for Geely in the era of the smart car. He said, "Intelligence and Internet are not yet the overtaking chance for the independent brand. Geely can only maximize sharing Volvo's technology."

Car to join the network era

More and more experts from the cars industry take part in the Internet activities. In the hardware innovation forum jointly organized by 3W Coffee and Cogobuy, BYD's auto electronics division director Xie Pingshen as a technician entertained the audience with his humor. He said that the Car Network emerging very early in the foreign country becomes very popular and as a technician he received a lot of invitations for the exchange activities.

His definition for the car is full of agrestic breath. "What is car? Car is the human body covered by iron. The main body is iron which covers the body." Funny words, are they? Then, he said, "In the Internet era, we



未来的汽车-有生命，有灵魂



极奇公园
创新大会



受到很多的邀请，每年参加不下十场的交流活动。

他对汽车下的定义充满乡土气息，“汽车是什么？汽车就是铁包肉。汽车主体都是铁，人就是坐在铁里面的一个肉体，所以说是铁包肉。”风趣之后，话锋一转，“在车联网时代，除了我们拿出智能手机走到全国各地享受到互联网的应用分享，我们在移动汽车终端上也可以享受到。正因为汽车加入了网络时代，让我们的互联网比以前的互联网更有内涵、更有内容、更有料。”

作为国产自主品牌比亚迪也认定智能化才是中国自主品牌出路。比亚迪已经在汽车与移动互联网结合上做出了非常多的尝试。两年前推出手表钥匙之后，如今又开发出手机车钥匙及微信车钥匙等，甚至可以利用手机当做遥控器，通过蓝牙来控制汽车，可以站在车外控制车前进、后退、左转、右转。

同时，还可以远程在线更新车上的应用程序。这个在手机领域、在PC领域是很常见的东西，汽车上确实是一个突破。去年已经应该在车上，今年上市的车已经具备这个功能。

观致打造观致逸云系统

福特汽车之后，除了外观设计更好看、质量更耐用、功能更强劲之外，一百多年汽车基本上没有改变。但随着移动互联网的快速崛起，今天的消费者已经对汽车行业的发展提出了新的需求。过去几年，不管是谷歌、苹果为代表的IT公司，还是几大汽车巨头都不约而同地发力智能汽车相关技术的研发。

2007年在中国常熟诞生的观致汽车，从诞生之日起就意识到软件对汽车的重要性，意识到与互联网结合是汽车的未来方向。这是一家新型的汽车公司，一开始就认识到，这个世界并不需要一家新的汽车公司，而是需要一家与众不同的汽车公司。一开始就注意到，要将汽车和互联网完美地结合起来。他们精心打造观致逸云系统。

观致汽车市场及销售部执行总监卫思梵介绍说，汽车过去作为解决人们从A点到B点的工具，如今已经被看作是一

come out with smartphones and go all over the country to enjoy the Internet; moreover, it can be enjoyed in the mobile car terminal. Because of car joining the network era, our current Internet has more connotation, more content, more material."

As the domestic independent brand, BYD concludes that intelligence is the way for Chinese independent automobile brands. BYD has made a try in the combination of the mobile Internet with the car. Two years ago, it launched the watch key. Now, it develops the mobile phone type car key or so forth. It even can use the mobile phone as a remote controller to control the car via the Bluetooth, in order to let the car move forward, backward, turn left, turn right.

At the same time, the remote online update can be made to applications. This is common in the field of mobile phones and PCs but really a breakthrough in the field of cars. Last year it can be used in the car.

QOROS to create QorosQloud

After the birth of Ford motorcars, except for the design looking better,





段从A点到B点的时光——“解放人类在汽车中的那段时光”。这样一个观念的转变非常重要，它其实就揭示了汽车行业的变革之路。

播思叩开汽车厂商的大门

在汽车变革之路上，出现了更多依附于汽车智能化发展的分食者。高德、播思、博泰等一批中国IT企业都已经叩开了汽车厂商的大门，与此同时，更大一批中国互联网企业也在汽车厂商的大门外徘徊，等待着和汽车厂商“联网”的机会。

当中国移动的自有操作系统OPhone成为历史后，OPhone的开发者播思通讯淡出了人们的视野。最近播思又重新在媒体中出现，播思从车载操作系统端介入到汽车智能化的浪潮中来，以智能汽车解决方案重返市场。

播思从2012年下半年开始对车载智能操作系统进行预研，认为此时中国智能汽车市场处在一个临近突破的状态。结合过去在安卓系统上研发的技术积累，播思通过安卓操作系统对汽车屏幕进行改造，让汽车在保证安全的基础上可以连上安卓系统。改变了汽车屏幕是封闭的、无法拓展服务的常态。这样，汽车就从封闭终端变成开放终端，服务拓展升级成为可能。

播思符合车载智能汽车前装规模的基于播思Android的

quality being more durable and function being stronger, the other things basically remain unchanged in the past more than one hundred years. But with the rapid rise of mobile Internet, today's consumers have put forward new requirements to the development of automobile industry. Over the past few years, Google, IT companies (represented by Apple) and automobile giants have spent their effort on the research and development of smart car technology.

QOROS Car was born in 2007 in Changzhou, China. Starting from the date of birth it attaches the importance of software for cars and thinks that the combination with Internet is the future direction of the car. This is a new type of car company, and it thinks that it must be different from other car companies. Therefore, it always spends the effort on creating QOROS-QLoud.

Wei Sifen executive director in market and sale sector of this company said that the car was a tool carrying the people from A to B in the past, and now it is regarded as a time from A to B, which could be enjoyed by the people in the car. This idea is very important, for it actually reveals the innovative way for the auto industry.

BORQS to knock on the door of car makers

In the road of change, there are more players in the development of intelligent cars. AUTONAVI, BORQS and so forth as domestic players have knocked on the door of car makers. At the same time, many other Chinese Internet companies still wander in front of the automaker's door, waiting for the chance to connect with auto makers.

When Ophone becomes a history, its developer BORQS fades out from our field of vision, and then comes back to the media again. It enters the tide of the intelligent car via the vehicle-loaded operating system. It returns to the market with the intelligent vehicle solution.

Starting from the second half of 2012, it made the pre-research work for



解决方案已经获得国内4家汽车厂商认证，其中预装播思智能汽车解决方案的首款吉利帝豪汽车，计划将于近期上市。

高德通过Alink更新服务

作为地图服务公司高德则从位置服务的环节接入汽车智能化的浪潮。高德的定位是他们拥有位置服务这套东西，所以在整个车联网的产业链中间，他们还是占到蛮好环节的。“这个环节到目前为止可能还是一个必须的一个环节，未来可能也还是一个必须的环节。”高德执行副总裁杨永琦表示。

高德目前的思路也是将手机与汽车打通来帮助汽车实现互联以及智能化，而这也是中国目前绝大部分互联网公司介入汽车智能化浪潮的最主要手段。他们现在推的是Alink，这个东西可以将手机上的导航带入到汽车里面。鉴于中国绝大部分汽车还不能联网，更谈不上智能的现状，而通过Alink用户就可以在汽车上享受到智能手机上及时更新的服务。

互联网已经是人们的一种生活方式，必须要与汽车结合。互联网进入汽车已经是大趋势了。这就是为什么中国的汽车人开始闯进互联网活动的原因，未来智能其实一种进化，而不是革命，汽车要实现智能化需要IT人参与进来。技术上已经没有问题了，现在面临的是如何把技术整合到汽车这款产品中去。

vehicle intelligent operating system and thought that China's smart car market at this time in a state of near a breakthrough. Combined with accumulation of the past research and development experience on android, it improved the car screen via the android operating system, so that this operating system can be connected with the car on the basis of safety guaranteed. This broke the closed service state of the car screen. As such, the closed terminal of the car becomes an open terminal, which makes it possible to upgrade the service.

BORQUS provides a solution based on Android in the smart car which has been certified by four domestic car makers. The first Geely car installed with this solution will be listed in in the near future.

AUTONAVI to update the service via Alink

As a map service company, it enters the tide of the smart car from the location service link. It is positioned to have this set of location service which is a good link in the car network industry chain. Yang Yongqi vice president from this company said, "So far this link may be necessary, and may also is a necessary link in the future."

The current ideas from it are to integrate the mobile and the car as a whole to let the car be interconnected and intelligent. This is at present the main means for the most of the Internet companies in China to involve in the auto intelligence tide. They are now using Alink which can bring the phone navigation into the car. Given China's most of the cars are not connected to the Internet, not to mention the status quo of intelligence, the Alink users can enjoy the update service via the smart phone in the car.

The Internet is a way of life of people, and must be combined with the car. The Internet into the cars is a big trend. This is why China's car people begin to break into the Internet. Future intelligence is actually a kind of evolution, not revolution. The car needs IT people in order to let the cars be intelligent. Technically there is no problem, but now the problem is how to integrate the technology into the car.

