

LAUNCH

X431 Master Presentation

LAUNCH

Content

1 Product

2 Competition

3 Positioning

4 Pricing

5 Product Package

6 Advertising

LAUNCH

1 Product

X431 Master



LAUNCH

1 Product

X431 Master is the latest automotive diagnostic product designed by LAUNCH.

- **Inherited with all diagnosis function of X-431**

- **Full-range Coverage**
Capable of nearly all Asian, European, American vehicle makes.
(Audi, BMW, Benz, VW, Volvo, Opel, Toyota, Honda, GM, Ford, Chrysler...)

- **Full Electronic System**
Engine, ABS, SRS, Immobilizer, Body...

LAUNCH

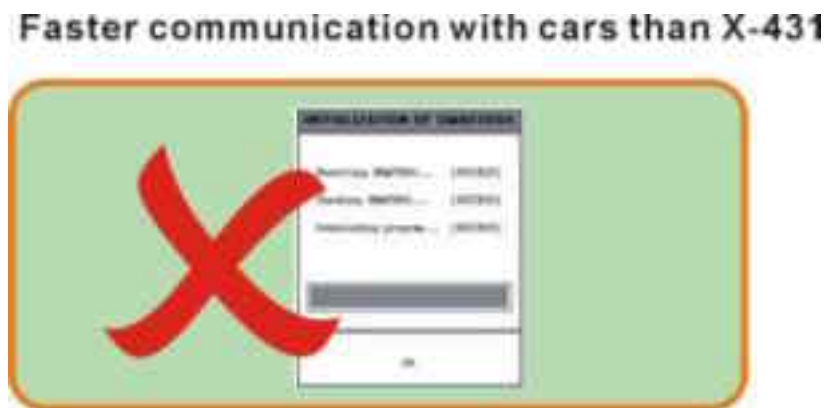
1 Product

X431 Master is the latest automotive diagnostic product designed by LAUNCH.

- Test most of cars by using unique & integrated 16 PIN connector



- Faster communication with cars than X-431 by integrated design to save time in work



LAUNCH

1 Product

X431 Master is the latest automotive diagnostic product designed by LAUNCH.

- 24V operating voltage capability is added to work with different kinds of batteries



- Integrated Smartbox, Main Unit and Printer into a single unit



LAUNCH

1 Product

X431 Master is the latest automotive diagnostic product designed by LAUNCH.

- **More convenient to operate than X-431 based on the smart design**
- **Printing**
Built-in printer for printing testing results
- **Waveform display**
Display data stream in waveform



LAUNCH

1 Product

X431 Master is the latest automotive diagnostic product designed by LAUNCH.

- Upgrade software anytime and anywhere from internet to keep up with latest models
- Standard ports
International standard ports
- Multi-language available
English, French, German, Russian, Spanish, Italian, Japanese, Portuguese, Polish, Arabic, Hungary, Greek, Dutch, Turkish & Chinese...

LAUNCH

1 Product

X431 Master is the latest automotive diagnostic product designed by LAUNCH.

Function

- Read ECU information
- Read & Erase fault code
- Read data stream
- Actuation test
- ECU coding
- Special function



LAUNCH

1 Product

X431 Master is the latest automotive diagnostic product designed by LAUNCH.

Specifications

- **Operating system: LINUX**
- **CPU: 32-bit MPU**
- **Memory card: 512 M**
- **Main unit I/O: standard serial/parallel port**
- **Main unit power source: DC 12V/ 24V**
- **Main unit power: 9W**
- **Printer: High-speed thermal mini printer**
- **Printer port: Standard parallel port**
- **Screen: 240X320 LCD touch screen**

LAUNCH

1 Product



X431 Master VS X-431



- All Makes
- All functions
- 12V/24V voltage capable
- Faster for testing cars
- Use one 16PIN connector

- All Makes
- All functions
- 12V voltage capable
- Have to download software
- Have to use different 16PIN connectors

LAUNCH

1 Product

SWOT

Strength Powerful diagnostic function Competitive Price	Weakness No experience in sales No experience in service No experienced dealership Different customer group Information to fix car
Opportunities Best price / performance ratio Work shops	Threats Variation in quality New product not tested by customer Lack of communication





LAUNCH

2 Competition

Brand	Launch	Bosch	SPX OTC	TEXA	Snap On
Model	X431 Master 	KTS 200 	Genisys 	AXONE PAD 	Solus 
Coverage	Asian, American, European & Chinese Make	Asian, American, European & a few Chinese Make	American and some Asian & European Make	European make (Asian & American Make is optional)	American make (Asian & European Make is optional)
Multi-language	★★★★★	★★★★	★★★	★★★	★★★
Mini Printer	Yes	No	No	No	No
More than 12 updates /year	Yes	No	No	No	No
Internet Update	Yes	Yes	Yes	Yes	Yes

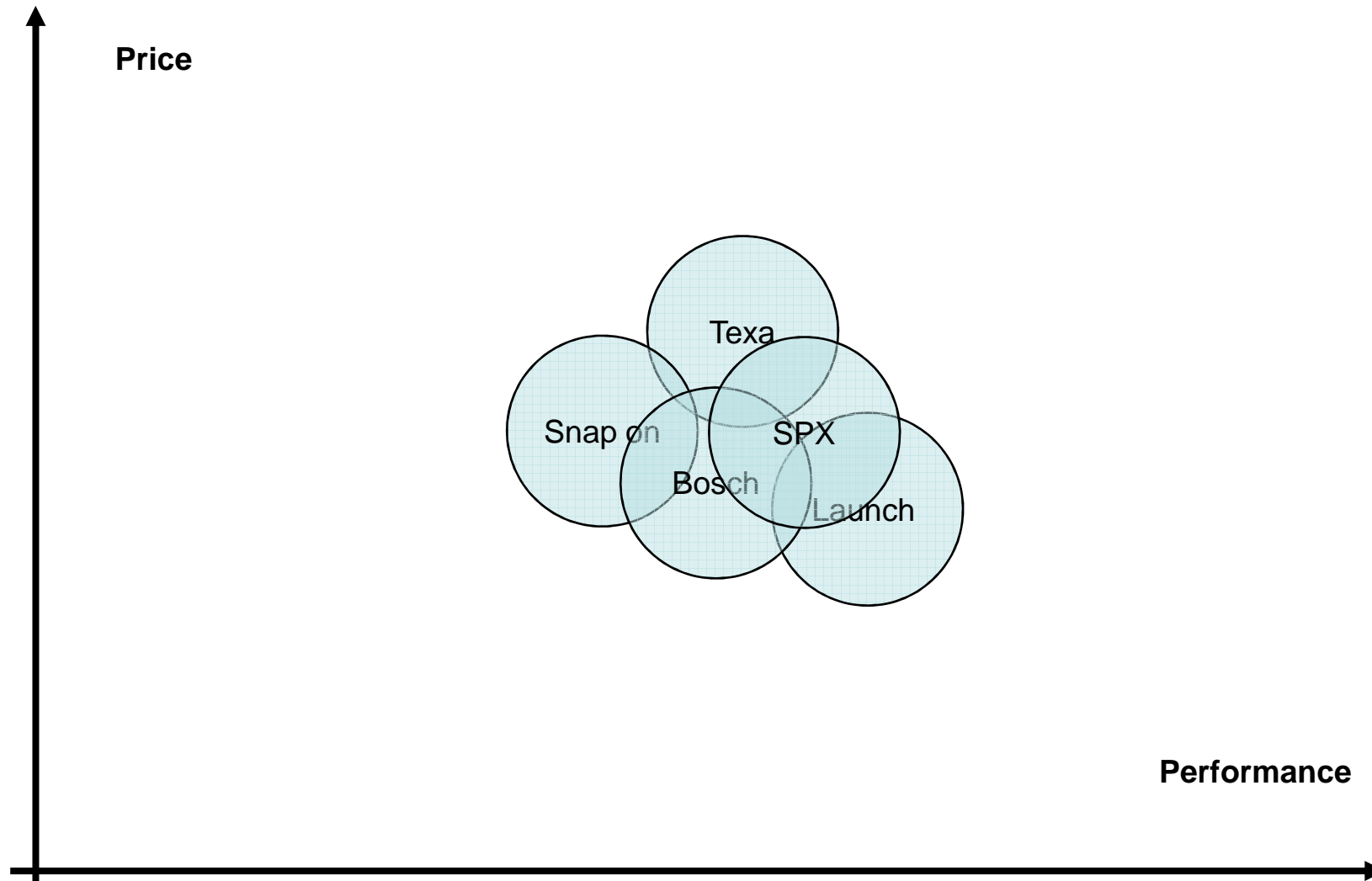
LAUNCH

2 Competition

Brand	Launch	AutoBoss		Launch	AutoBoss
Picture	X431 Master 	V30 		X431 Master 	V30 
Maker Coverage	★★★★★	★★★★	Display	★★★★	★★★★★
Systems	★★★★★	★★★★	Background light	★★★★★	★★★★
Functions	★★★★★	★★★	Mini Printer	Yes	No
Multi-language	★★★★★	★★	Light (indicator)	★★★★★	★★★
Upgrade times per year	★★★★★	★★★	Convenience	★★★★★	★★★★

LAUNCH

2 Competition



LAUNCH

3 Positioning

Target customer

Independent workshop or Mechanic



LAUNCH

4 Pricing

Different software configuration available

Full software configuration (Depends on the region, at least 36 vehicle make totally)

Market Price

List price 3300\$



LAUNCH

5 Product Package

Qualified Documentation

Qualified Production Team

Qualified Sales Team

Qualified Service Team

- 
1. Training
 2. People
 3. Location

LAUNCH

5 Product Package

Qualified Documentation

Web Page Update and information



LAUNCH

5 Product Package

Qualified Documentation

- ✓ X-431 Master User's Manual
- ✓ X-431 Master Sales Manual
- ✓ X-431 Master Sales Video
- ✓ X-431 Master Leaflet
- ✓ X-431 Master Service Manual

LAUNCH

5 Product Package

Qualified Production Team

LAUNCH Software Division

Qualified Sales Team

Understand & operate the product

Understand the customers needs

Can sell & service the product

Have knowledge of competitors

Asian Sales Team	European Sales Team	American Sales Team
Japan	Germany	US
Korea	France	Canada
Mena	Spain	Latin America
Malaysia	Russia	Brazil
Australia	Poland	
South Africa	UK	
Philippines		

LAUNCH

5 Product Package

SWOT

Strength Very competitive Products Qualified Sales Qualified Service Qualified Support from HQ	Weakness New design, not recognized by customers Documentation and personel skills must be permanetly updated
Opportunities Happy customers Happy dealer New product	Threats Changes of developing and design will directly impact the quality of the product

LAUNCH

6 Advertising

Only supported by Division with:

- Press release
- Leaflet
- Pictures
- Product package
- Web page
- Download area



LAUNCH

Thanks