

October 2018

汽车购买过程 - China

“SUV销量会继续增长，但将达到饱和点。德国品牌主导消费者的未来购车计划，以及4S店主导消费者的购买渠道选择都在情理之中。不过，出人意料的是，中国品牌在过去一年增长迅猛。停车辅助成为消费者今年青睐的汽车必备选项。”

– 周同，研究分析师

September 2018

Car Purchasing Process - China

“The sales of SUVs will continue to grow but the SUV is going to reach saturation point. It comes as no surprise that German brands dominate consumers' future car purchasing plans and that 4S stores are the major purchasing channel for consumers. However, it is a surprise to see that ...

汽车金融 - China

“中国消费者的汽车融资方式仍然保守，特别是二线城市消费者。银行服务是消费者支付车款的主要方式。被访者选择的前三大支付方式为家庭存款、银行专项车贷和个人存款（分别为48%、46%、46%）。另一方面，对于那些使用车贷的消费者，贷款利率和月还款额是影响车贷选择的重要因素。此外，二手车市场也能在很大程度上左右消费者的汽车融资选择。”

– 周同，研究分析师

August 2018

Car Finance - China

“Chinese consumers' car financing methods are still conservative, especially consumers in tier two cities. Bank is the main car finance method for consumers. The top three methods that surveyed respondents chose are household savings, car-specific loans from banks and personal savings (48%, 46% and 46% respectively). On the other hand ...

汽车租赁 - China

“中国消费者主要因国内自驾游和探亲访友租车。高收入消费者倾向租车自驾游，低收入群体则更可能因拜访亲友而租车。30岁以上的男性通常使用B2C平台以获得特定的个性化租车体验；20-24岁女性则向代理平台寻求一站式方案。消费者希望租车顺畅，即租赁手续简单、取车和还车地点便利。”

– 周同，研究分析师

July 2018

Car Hire - China

“Chinese consumers rent cars mostly for domestic self-drive tour and visiting family or friends. Consumers with a high income tend to rent for self-drive tour and the low income group like to rent for visiting family or friends. Males aged 30+ usually use B2C platforms for a specific and personalised ...