

December 2016**汽车售后市场 - China**

“中国汽车后市场预计将在2017年超过1万亿元人民币。中国车主在汽车维修保养上的花费平均为5,000-6,000元人民币。4S店仍然是消费者首选的渠道，具有最高的消费者满意度。然而，英敏特研究显示经验丰富的车主已经转向连锁店和线上平台，以期获得同样高品质，但成本更优的解决方案。”

November 2016**Automotive After Market - China**

“The auto aftermarket in China is expected to exceed RMB one trillion in 2017. Chinese car owners spend RMB 5K-6K on maintenance annually on average. 4S store remains a key channel to visit with the leading satisfaction rate. Yet, Mintel’s study shows experienced maintainers have switched to franchise stores and ...

汽车购买过程 - China

“一辆售价10-15万元左右，有充足的内部空间，配备令人满意高科技功能的经济型汽车基本是能在中国汽车市场成功的车型。但现实还远不止如此简单。处在不同人生阶段、购车时间不同的消费者有着不同的偏好。对于制造商和营销人员而言，突破点在于强调驾驶辅助技术。”

October 2016**Car Purchasing Process - China**

“A budget car, within the price range of RMB 100,000 – 150,000, which has large inner space, with satisfactory high-tech features, will pretty much be a successful model in China. But there is more to it. Car buyers in different life stages and with different purchase schedules vary ...

July 2016**轮胎 - China**

“尽管面临供给侧压力，但在汽车保有量持续上升和消费者知识不断增长的拉动下，国内乘用车轮胎市场将重现繁荣。潜在机遇在于通过线上和线下渠道提供专业咨询服务，以及根据目标受众的人生阶段和居住区域采取差异化的市场营销策略。”

– 过人，高级研究分析师，中国

June 2016**Tires - China**

“Despite the pressure on supply side, domestic passenger car tire market is expected to thrive again, driven by continuous growing car parc and increasingly knowledgeable consumers. Opportunity lies in providing professional consulting service through both online and offline channels, as well as applying differentiated marketing strategy based on target audiences’ ...

March 2016

汽车零售 - China

“面对经济下滑和互联网冲击的挑战，汽车零售市场正处在结构转型期。潜在的法规条例修订可能会为未来指明方向。”

– 高尔特，高级研究分析师

February 2016

Car Retailing - China

“The car retailing market is on the verge of structural changes under the threat of the economic slowdown and internet disruptors. Potential changes in regulation shed light on the road ahead.”

-Gordon Gao, Senior Analyst