

**July 2018****豪华车 - China**

“中国豪华车用户对于汽车的内饰设计偏好不一。虽然他们大多欢迎富有创意的设计，但是在具体的细节方向上却无法达成统一。30-39岁的用户偏好复杂精密的驾驶座舱设计风格，以及面向驾驶员的中控台和实体按键；而年轻一代则更喜欢简单简洁的中控台和触摸屏。鉴于车门操作按钮布局在所有的内饰设计特性中提及率最高，车门饰板设计可以作为汽车广告中的亮点。”

— 过人，研究副总监

**June 2018****Luxury Cars - China**

/// // &lt;p&gt;&lt;em&gt;&amp;#8220;Chinese luxury car buyers have divided opinions towards cabin interior designs. Although they will welcome creative designs, they fail to reach an agreement on a specific direction. 30-39-year-olds prefer those sophisticated cabin designs having a driver-facing central console and real buttons; while younger generations ...

**May 2018****新能源汽车 - China**

“新能源车的核心购买者从40-49岁转向家庭收入高的30-39岁的群体，说明中国的主力购车群体开始逐渐接纳这一车型。25-29岁的消费者（尤其是男性）对这一车型仍有顾虑，比如担心其安全性。好消息是，他们相信新能源汽车将成为未来主流车型。目前他们似乎只是‘精神上的支持者’，但当市场上出现更多令其放心的车型后，他们会转变为真正的购买者。”

— 过人，研究副总监

**April 2018****New Energy Cars - China**

/// // &lt;p&gt;&lt;em&gt;&amp;#8220;The core buyers of EVs (electric vehicles) have been skewing from 40-49-year-olds to 30-39-year-olds with high household incomes, suggesting the core car buyers in China are gradually picking up a more welcoming attitude towards such



## Automotive - China

vehicles.<br/>25-29-year-olds, especially males,  
continue to have concerns ...