

## January 2018

## 轮胎 - China

“整体而言，二三线城市轮胎购买者比一线城市的轮胎购买者更务实和主动，轮胎零售商应着眼于这一人口群体。突显安全性（而不是舒适性）将是吸引这些消费者的重要途径。对于首次购车者和年轻购车者，品牌名称更重要。因此，直播是创建积极品牌形象时值得考虑的工具。”

— 过人，高级研究分析师，中国

## December 2017

## Tires - China

“Generally speaking, compared to tier one city tire buyers, those from lower tier cities are more practical and proactive and should be an area of focus for tire retailers. Highlighting safety-related features, instead of comfort will be an important way of drawing in these consumers. Brand name means more to ...

## 汽车售后市场 - China

中国的车主和其驾驶的车辆都步入成熟期——2017年，汽车平均驾驶年限达到3.5年。目前他们喜欢到独立汽修店进行小保养和快速修理。经常进行汽车维保的20多岁的女性车主值得引起更多关注。相比一线城市，二、三线城市车主拥有更多的车辆，他们对汽车维保知识也更感兴趣，因此这一群体尤为重要。

## November 2017

## Car Aftermarket - China

“Car maintainers in China are maturing, together with their cars – the average length of driving reaches 3.5 years in 2017. They now prefer independent auto shops for minor maintenance and quick repair. Female car owners in their 20s worth being paid more attention to, given their higher maintenance ...

## October 2017

## 汽车购买过程 - China

“高收入的25-29岁首次购车者做出购车决定花费时间不超过三个月。相比其他购车者，他们更乐于从社交网络和其他非官方渠道收集信息，如视频直播APP和二手车平台。但他们在做出最终购买决定时，品牌官网和微信公众号发挥着关键作用。他们会在这些信息平台 and 试乘试驾活动中关注那些能够展现其生活方式的科技特性，包括科技功能本身以及品牌呈现这些特性时的科技感。”

— 过人，高级研究分析师，中国

## Car Purchasing Process - China

“The decision-making process of affluent 25-29-year-old first-time car buyers lasts for less than three months. They are more willing to gather information from social networks and other unauthentic channels like livestreaming apps and second-hand car platforms than other car buyers. But to convince them, brands' official websites and WeChat accounts ...

## July 2017

## 豪华车 - China

“豪华车品牌瞄准年轻购车者推出紧凑车型以期刺激销售已经成为趋势。对于大牌车厂旗下设计感强、定制化程度高的车型，该策略屡试不爽。对于还在培育市场的品牌，强化精湛做工和血统纯正的品牌形象则至关重要。”

— 过人，高级研究分析师，中国

## June 2017

### Luxury Cars - China

“It’s been a trend for luxury car brands to introduce compact models targeting young car buyers with the hope of boosting sales. This strategy works for customisable car models under big names with pleasing appearances. While for brands that are still cultivating the market, it is critical to reinforce the ...

## May 2017

### 新能源汽车 - China

尽管政府补贴力度下降，短期内将面临挑战，但中国新能源汽车市场正逐渐由政策主导转向消费驱动。纯电动乘用车的未来前景更广阔，但插电式混合动力车仍是目前最受欢迎的选择。厂商和品牌可通过与居住在二/三线城市、对新能源汽车感兴趣但还犹豫不决的25-29岁中低收入消费者进行有效沟通来把握商机。”

## April 2017

### New Energy Cars - China

“The new energy car market in China is steering from policy-driven to consumption-driven, even though it will be facing a short-term challenge after the subsidy cut. Pure electric passenger cars will meet greater success in the future but plug-in hybrid is still the most popular choice for now. Opportunity lies ...