

January 2019

汽车售后市场 - China

“消费者的计划用车年限从2017年的5.9年增至2018年的6.4年，说明他们对汽车维修保养将有更多需求。越来越多的女性和年轻男性消费者开始独自承担起家中的汽车保养责任，带动了对信息渠道（如线上论坛）的需求。4S店面临性价比低和服务种类多样化不足的挑战。”

Car Aftermarket - China

"Consumers' planned car usage length has extended to 6.4 years in 2018 from 5.9 years in 2017, which means increasing demand for maintenance and repair. More and more females and young males are taking up sole car maintenance responsibility within the household, driving the need for information channels ...

December 2018

汽车使用习惯 - China

“今年消费者长途驾驶的频率较以往大幅下降。因此，一些改善消费者市区内驾驶体验的功能（比如儿童座椅接口、HUD和车载蓝牙音箱和语音助手）变得比以往更为重要。紧凑型车和紧凑型SUV仍是拥有率最高的车型。拥有新能源车的消费者大多是为了上下班通勤而充电。”

— 周同，研究分析师

November 2018

Car Usage Habits - China

"Consumers are driving for long-distance purposes a lot less frequently this year. As such, some functions that improve the in-city driving experience, such as LATCH, HUDs and Bluetooth speakers, are now more important than ever before. Compact cars and compact SUV are still the most owned types of car. Consumers ...

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

汽车金融 - 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 ...

“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 ...

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

“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

“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 vehicles. 25-29-year-olds, especially males, continue to have concerns ...”

汽车市场中的数码营销 - China

“30-39岁的消费者比年轻消费者更喜欢微信朋友圈广告，其中全尺寸SUV和MPV的购买者尤其如此。因此，投放在微信朋友圈的汽车广告应突出大空间并采用家庭主题，以吸引更多关注。”

特别地，在20-29岁的消费者中，知乎比微信和微博受到更多关注。汽车品牌如果要和独立的汽车测评竞争，可以利用知乎平台树立值得信赖的品牌形象。使用受众的语言并且积极参与留言板块的讨论是应当被考虑的策略。”

— 过人，研究副总监

March 2018

Digital Marketing in Automotive - China

“30-39-year-olds, instead of young adults, show the highest interest in WeChat moment flow ads, especially those full-size SUV (Sports utility vehicles) and MPV (Multi-purpose vehicle) buyers. Therefore, car ads on this channel could highlight the large inner space, with a family theme to attract more attention.”

Zhihu is now paid ...

SUVs - China

“近期内，SUV的市场成功将持续下去。受到换购车主消费升级趋势的影响，中大型/全尺寸SUV增势迅猛。但是，轿跑车风格的跨界紧凑型汽车也值得关注，因为受到90后消费群的青睐，尤其是英敏特城市精英人群。品牌如果在汽车内部空间设计（包括座椅布局和功能等）上匠心独运，或可赢得消费者的芳心。”

— 过人，研究副总监

February 2018

SUVs - China

“SUVs are going to continue the current success in the foreseeable future. Mid-to-full-size models have an expanding momentum, aligning with the trading up trend of replacement car buyers. Yet, coupe-styled cross-



Automotive - China

type compact models are worth paying more attention to, given their popularity among post 90s car buyers, especially MinTs. The ...