

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 ...