

August 2022

Lifestyles of Luxury Car Owners -
China

“New entrants have become the main driver of luxury car sales volume growth and have rebuilt the competitive landscape of the luxury car market. All brands are stepping up their efforts on intelligence and electrification. Compared to the past, luxury car owners today are no longer satisfied with comfortable driving ...

July 2022

豪车车主的生活方式 - China

“新势力品牌的入局成为了推动豪华车销量增长的主要驱动力，也重洗了豪华车市场的竞争格局。智能化和电动化已成为各品牌竞相发力的焦点。相比过去，新一代豪华车主已不满足于车辆行驶过程中舒适的驾乘体验，而是愈发期待车辆在静止时也能够获得令人满意的、多元化的车内空间的使用。其使用场景，可以包括餐饮娱乐，甚至是阅读办公等场景。而相对小众的、与众不同的感受，例如露营等户外活动的体验，也会是可以打动豪华车主的机会点。”

— 袁淼，研究分析师

New Energy Cars & Smart Cars -
China

“The environmental trend of NEVs is more recognized by users, while the interest of female car owners and replacement car buyers in NEVs has increased significantly. Intelligence has become the winning key for NEV brands. Car users not only expect BEVs to feature a more high-tech appearance but also want ...

May 2022

新能源和智能汽车 - China

“新能源车的环保趋势性得到车主用户更多认可，同时，女性车主及换购车主对新能源车的兴趣度增长明显。智能化成为新能源车品牌的决胜关键，车主用户不仅期待纯电动车拥有更具科技感的颜值，同时更希望通过新能源车先进的智能配置来提升实际的用车体验，而品牌可以通过完善的试驾服务来提升车主用户对高端智能配置的接受度。此外，跨界玩家的入局也为智能化赛道的竞争格局增加了不确定性，具有技术优势的智能汽车产品将受到青睐。”

— 袁淼，研究分析师

March 2022

Car Marketing & Retailing - China

“Specialised automotive platforms remain the main channel among car owners for car purchase-related

information, but new online channels, such as social media and short video platforms, have been gradually accepted, mainly by young consumers. Brand apps have become an effective portal for brands to establish bonds with car owners online ...

February 2022

汽车营销和零售 - China

“汽车垂直平台依然是消费者获取汽车信息的主要渠道，但如今社交媒体、短视频类等线上新渠道正逐渐被以年轻消费者为代表的人群所接受。官方App成为品牌与车主用户在线上建立联系的有效窗口，除了汽车相关的信息，生活服务类的内容亦能引起车主用户的共鸣。随着汽车市场进入存量时期，品牌开始着力于通过多样化的营销新形式满足细分人群的差异化需求。同时，随着品牌对用户思维的愈加重视，以用户需求为导向的个性化定制化产品及服务将受到青睐。”

— 袁淼，研究分析师

Car Purchasing Process - China

"With the continuous rebound and growth of the domestic macro economy in China, more consumers in the auto market have had the chance to satisfy their need to purchase another car or replace a car, leading to a noticeable increase in the year-on-year growth of new car sales volume. At ...

Upcoming Reports

汽车购买过程 - 中国 - 2022年

汽车后市场 - 中国 - 2022年

汽车使用习惯 - 中国 - 2022年

Car Aftermarket - China - 2022

Car Usage Habits - China - 2022