

## January 2022

## 汽车购买过程 - China

“随着中国国内宏观经济的持续回升利好，汽车消费市场的增换购需求进一步得到释放，新车销量同比增长明显。相比过去，消费者在购车初期，对智能化配置、动力性能和颜值等实用性方面的要求变得更加明确。因此，对于品牌而言，洞察消费者对于产品不断变化的需求，通过在产品设计和平台互动上更直接和直观的交流，来提高品牌认知和好感度也变得越发重要。”

— 袁淼，研究分析师

## November 2021

## 汽车后市场 - China

“不同于以往的经验主义，如今，标准化、创新化正成为售后服务中新的发力点。智能化时代下标准化被赋予更加科学的定义，智能设备可以为车主判断汽车维修状况提供精准的数字依据，以此满足车主的安全保障感。而安全保障感还体现在创新化服务方面，越来越多的品牌洞悉到车主差异化的售后服务需求，例如推出会员制来为会员车主提高服务时间效率等。后疫情时代下，品牌更需要努力打造安全有保障的品牌形象。”

— 袁淼，研究分析师

## October 2021

## 汽车使用习惯 - China

“不同于以往的大空间、性价比和强动力，如今，安全且智能的概念正成为汽车品牌着力塑造的品牌形象。安全意识提高，不仅表现在人们对安全辅助驾驶配置的需求进一步扩大，也体现在人们对车内空气健康的重视。越来越多的品牌正着力于利用AI等科技，进一步满足各细分人群对安全辅助驾驶和智能化健康座舱的差异化需求。而随着智能网联时代的到来，汽车品牌更需要以用户体验为导向，加强布局人和车之间的信息交互。”

## August 2021

Lifestyles of Luxury Car Owners -  
China

“With the electrification of the global automotive industry, the luxury car market landscape is being

## Car Aftermarket - China

“Different from the empiricism that was followed in the past, standardisation and innovation are becoming new focuses of aftermarket services now. In the age of intelligence, standardisation is empowered by scientific definitions, with intelligent equipment providing precise data for car owners to identify car repair and maintenance status, catering to ...

## Car Usage Habits - China

“Unlike in the past when large cabin space, value for money and powerful engines were top of mind, safety and intelligence have become the key concepts for car makers in shaping their brand image. Increased safety awareness of consumers is not only demonstrated by an increase in the demand for ...

reshaped. With luxury car owners' understanding of NEVs and favourable policies, NEVs from premium domestic brands are highly accepted by consumers. The surveyed luxury car owners' environmental awareness is further enhanced, as most of them ...

## July 2021

### New Energy Cars - China

“Despite the auto market's sales volume being impacted by COVID-19, the NEV segment is growing. As the government continues to launch favourable policies, conventional car companies, new car manufacturers and cross-category players are tapping into the NEV category, trying to leverage developments in the industry. NEV brand images are becoming ...

### Auto Influencers - China

“After the COVID-19 outbreak, automotive marketing models underwent tremendous change. Marketing formats such as live streaming were widely adopted by brands to meet social distancing restrictions. As such, more automotive KOLs have been emerging and become active during this period. They are not only leveraging mainstream social media, but also ...

## June 2021

### 豪车车主的生活方式 - China

“随着全球电动化转型的进一步推进，豪华车市场的格局正在被重塑。豪华车主在对新能源车的了解以及利好政策加持的前提下，对于本土高端品牌新能源车也有较高的接受度。大部分被访豪华车主表示愿意购买回收再利用材料制作的产品，环保理念进一步增强。豪华车品牌正逐渐意识到品牌创新的重要性，着力于打造差异化的品牌形象，以寻求在竞争激烈的豪华车市场立于不败之地。”

— 袁淼，研究分析师

## May 2021

### 新能源汽车 - China

“新冠疫情后，汽车市场销量受到一定影响，而新能源车逆势增长。国家利好政策不断加码，传统车企、造车新势力、跨界玩家纷纷进入新能源领域，力争进入产业变革快车道。新能源品牌形象加剧分化。新造车势力正通过引领科技感和用户体验，与传统豪华品牌新能源车的品牌价值进行博弈。

消费者对新能源车的性能和智能化的认同感进一步提升，并认为拥有新能源车具有环保、潮流和有面子等意义。另一方面，续航和充电问题虽然在近年已有相当的改善，但仍未达到大部分消费者的期待值。随着消费者对新能源车，特别是高端化新能源车的期待的增强，新能源车市场将迎来高端车型白热化竞争的时代。”— 袁淼，研究分析师

March 2021

## 汽车意见领袖 - China

“新冠疫情后，汽车营销模式发生巨变，为保持适当社交距离，线上直播等形式被品牌广为接受。大批汽车KOL顺势崛起，不仅活跃在主流社交媒体，同时也入驻短视频直播平台。大部分消费者对汽车KOL持积极态度，并认同他们的价值。汽车KOL已经成为品牌与消费者之间重要的传达方式，同时也是品牌推广的重要手段。比如抖音，已上升成为与微博微信一样的KOL活跃平台。”

跨界KOL对汽车产品同样有着不可忽略的影响力。尤其是年轻消费者，他们对KOL的价值认同感会上升至对其推荐产品的信任感，这种信任会让消费者愿意为KOL推荐的产品买单。同时，如今的消费者不仅愿意在直播间购买汽车周边产品，也已经普遍能接受KOL推荐的汽车大宗商品，这说明了KOL具备直播带货汽车的潜力。”

— 袁淼，研究分析师