

**January 2016****汽车市场中的数码营销 - China**

“由于在线媒体渠道能更有效地吸引消费者的注意，因此，数码营销在汽车行业发挥着非常重要的作用。为了在竞争中脱颖而出，汽车品牌和营销商可以通过推出更贴合消费者紧凑的工作安排的营销活动，来实现创新或与消费者进行有效互动的目的。”

**December 2015****Digital Marketing in the Automotive Industry - China**

“Digital marketing plays a very important role in the auto industry since online media channels are more effective in grabbing consumers' attention. In order to stand out, auto brands and marketers can be more creative or interactive by developing activities which can fit into people's busy working schedules.”

**汽车购买过程 - China**

“尽管中国汽车市场正历经增速下滑，但仍有众多因素（如政府支持、人们追求更优质生活和低线城市消费者更强大的购买力）让制造商和消费者对最终走出困境信心十足。”

— 李宇静，高级研究分析师

**October 2015****Car Purchasing Process - China**

“Even though the car market in China is experiencing a slowdown of market growth, there are still many reasons (eg government support, people's aspirations towards better lives and the purchasing power from low tier cities) for both manufacturers and consumers to believe that it will finally shrug off the difficulties ...”

**June 2015****汽车使用习惯 - China**

“在竞争激烈的市场中，汽车营销人员不仅需要利用更引人入胜的故事打动消费者，而且还应该采取更无声细腻、有趣互动的营销方式。此外，解决驾乘车时面临的健康问题是品牌可以探索的新兴空白商机。”

**May 2015****车型喜好 - China**

“2014年，新车销售继续保持增长，交易量达1,970万辆，同比增长9.9%。尽管高线城市纷纷出台汽车限购政策，但随着更多低线城市消费者有经济能力买车，乘用车销量预计将进一步增长。

## April 2015

### Car Usage Habits - China

“With fierce competition in the market, car marketers not only need to create more appealing stories and use them to impress consumers, but also need to make their marketing approaches less intrusive and more interactive. There is also a new and untapped opportunity for brands to catch consumer attention by ...

## March 2015

### Car Model Preferences - China

“The new passenger car market in China has experienced a significant leap in the past few years. As a consequence, the market has become more sophisticated and complex than ever. Consumers are also becoming more diversified in their needs for cars. This requires businesses to adopt different marketing methods to ...