

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 ...