

Luxury Cars - China - June 2017

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“It’s been a trend for luxury car brands to introduce compact models targeting young car buyers with the hope of boosting sales. This strategy works for customisable car models under big names with pleasing appearances. While for brands that are still cultivating the market, it is critical to reinforce the brand image of craftsmanship and authenticity.”

– Aaron Guo, Senior Analyst, China

This report looks at the following areas:

- How are luxury cars defined in China?
- How is Mercedes-Benz winning back the China market?
- How to target young car buyers effectively?

China is now the second-largest single market of luxury cars globally. For them, the key issue is to differentiate from each other and to showcase their strengths to car buyers. While for the brands that are still fighting their way in, it is critical to know the dos and don’ts in this market.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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