

## Car Hire - China - July 2018

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“Chinese consumers rent cars mostly for domestic self-drive tour and visiting family or friends. Consumers with a high income tend to rent for self-drive tour and the low income group like to rent for visiting family or friends.”

– Terence Zhou, Research Analyst

This report looks at the following areas:

Males aged 30+ usually use B2C platforms for a specific and personalised renting experience; females aged 20-24 seek out agent platforms for a one-stop solution. Consumers want a soothing renting experience, which is a simple renting process and convenient pick-up and return locations.

- Offer a more family-friendly renting solution
- How can car renting companies answer consumers' call for convenience?
- How to win over car renters in tier one cities?

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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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### The Market – What You Need to Know

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- Chinese car rental and time sharing market will double in five years' time
- Time sharing market grows much faster than car rental market
- Growing tourist market, changing attitudes towards car ownership and government policies contribute to the increase

### Market Size and Forecast

Time sharing market is growing much faster than car rental market, but its market value is still insignificant

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- Cooperation with car manufacturers

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- Pick-up and return on customers' site
- Licence translation service
- Autonomous driving
- Aerial Vehicle

### The Consumer – What You Need to Know

- Domestic self-drive tour and visiting family or friends are the top two renting purposes
- B2C and agent are the most welcomed renting platforms for consumers
- Convenience is a key factor for consumers' satisfaction
- Automatic recommendation and on-site pick-up and return are the top two factors to make consumers to feel premium

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