

New Energy Cars - China - May 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

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“NEV sales achieved an extraordinary increase against a background of a slowdown in total passenger car sales growth in 2018. This attests to consumers’ improving brand awareness of NEVs. In tier three or lower cities in particular, there could be more opportunities for NEV. For startup brands, good aftersales service is as important as overall build quality to gain consumers’ trust.”

– **Terence Zhou, Research Analyst**

This report looks at the following areas:

- **Environment and health concerns related to NEV awareness and understanding**
- **Great aftersales service can boost consumers’ perception of overall quality**
- **More opportunities for new energy cars in tier 3 cities**

In 2018, new energy vehicles (NEV) enjoyed a high 71.7% growth rate in unit sales, driving sales close to the milestone of one million units.

Despite beneficial subsidy policies being tightened in 2019, the new energy car market still holds promise. This is because consumers’ overall brand awareness is improving compared to previous years. And the majority of them are willing to consider a new energy car as their next vehicle.

This Report also explores consumers’ NEV purchasing motivation and attitudes towards traditional NEV brands and startup NEV brands.

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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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