

December 2014

购车过程 - China

“尽管汽车市场呈现放缓趋势并且库存量庞大，但销售仍在不断增长，而且这种增长势头预期将持续。与此同时，竞争也在加剧，因此汽车制造商和经销商需要更多地关注购买者的购车体验，而非汽车本身，以便在消费者中树立良好的品牌声誉。”

October 2014

Car Purchasing Process - China

“Car financing is finding greater acceptance among consumers now than before, while car makers and dealers are focusing more on brand building through improving their consumer service and advice, both through sales outlets and online, as well as focusing on their brand experience beyond just the cars themselves.”

April 2014

汽车零售 - China

“不同消费群体对购车和汽车零售的态度有所差异，因此瞄准这些群体时，汽车公司必需采用不同战略。中国的市场在不断变化，网购销售渠道愈发流行，为保持竞争力，4S店模式需要改变。”

— 黄灿，高级研究分析师

March 2014

Car Retailing - China

“It is imperative to apply different strategies to different target groups as they are different in their attitudes towards car purchasing and retailing. The 4S model needs to change if it is to remain competitive in this ever changing market environment, where online purchasing is starting to emerge as a ...