

## July 2016

## 轮胎 - China

“尽管面临供给侧压力，但在汽车保有量持续上升和消费者知识不断增长的拉动下，国内乘用车轮胎市场将重现繁荣。潜在机遇在于通过线上和线下渠道提供专业咨询服务，以及根据目标受众的人生阶段和居住区域采取差异化的市场营销策略。”

— 过人，高级研究分析师，中国

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## Tires - China

“Despite the pressure on supply side, domestic passenger car tire market is expected to thrive again, driven by continuous growing car parc and increasingly knowledgeable consumers. Opportunity lies in providing professional consulting service through both online and offline channels, as well as applying differentiated marketing strategy based on target audiences' ...