

October 2019

汽车使用习惯 - China

“如今，车主主要在市区内开车。女性车主的年行驶里程比男性多，因为她们为了履行家庭职责而开车更频繁。因此，安全功能已成为车主未来购车的优先考虑选项。

车主也非常渴望自动化功能，尽管他们目前对自动化功能的满意度很低，表明消费者期待未来汽车可以像家一样，让他们感到更多支持和减压。

车主也希望手机和车载娱乐系统能更好地结合，表明消费者追求手机与汽车无缝连接的使用体验。”

— 周同，研究分析师

September 2019

Car Usage Habits - China

“Current car owners are mainly driving for in-city occasions. Female car owners' annual mileage is higher than males due to more frequent usage for family responsibilities. As a result, safety functions have become car owners' priority for future cars.

They also have a strong desire for automatic functions, despite the ...

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汽车租赁 - China

“汽车租赁市场保持低速稳定增长，伴随着租车使用情况向不同场景拓展，消费者对租车服务的接受程度也不断提高。大部分租车用户（60%左右）有私家车，他们根据不同使用场景租用车辆，非车主群体呈现上升趋势，特别是在一线城市，表明消费者对“租车代替买车”持更积极态度。租车目的和喜好因城市级别、年龄和性别而异——三线城市非车主更可能租车进行国内自驾游；年轻租车用户更喜欢尝试不同车型，而年长租车用户则是为了奢华体验以及在别人面前显得有面子；携程等代理平台更受非车主和女性青睐，因为这两个群体不熟悉租车流程。”

— 周同，研究分析师

Car Hire - China

“The growth of the car rental market remains steady at a low speed, whilst consumers' acceptance of car rental grows with usage expanding to various occasions. The majority (60%) of car rental users are car owners, who choose to hire cars on different occasions, and there is a rising trend ...